



Dear Change4Life Supporter

Welcome to your new look newsletter!

In this edition, we'll be putting our walking shoes on and heading out to enjoy the great outdoors with our new Walk4Life campaign. Read on to find out how you can get involved and help more families get off the sofa and out for a healthy walk. There are lots of Walk4Life resources you can use and fun ideas to get and keep people on the go.

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Get ready for Walk4Life

Our new Walk4Life campaign launches in September and looks set to be a big hit! We're aiming to get everyone out of the house and walking, by reminding them how easy, cheap, enjoyable and most importantly, healthy, walking is.

On Sunday 26th September, ITV's Walk4Life Day will be featured on the Sunday night regional news bulletins, and there will be information and publicity about the day on ITV in the preceding two weeks. The ITV regions that will be covering the campaign are London, Border/Tyne Tees, Central, Granada, Anglia, Meridian, West and West Country, Yorkshire and Wales.

Walk England are building a new website for [Walk4Life](#) which will enable people to discover and try out walks near them. These routes can be explored on their own or as part of a led group.

Walk4Life needs YOU!

There are many good reasons to make walking part of your life, but people also need reminding of the benefits. The importance of our Supporters in making Walk4Life a real success and kick-start a walking revolution cannot be over-emphasised. We need your help!

Do you know a nice walk people could do in your local area, such as a canal path or a cycle route? If so, we want you to organise a group walk/walking event for the families or adults you work with and

The website will include a searchable database bringing together information supplied by over 300 individuals and walking organisations, including Ramblers, Living Streets, National Trust, British Waterways, Sustrans, Natural England and Walk England – you should be able to find a walk that's right for the people in your local area. The website goes live on 13th September and walkers will be able to share details about their own favourite walks. For those walkers who are really keen to get moving, from the 27th September they can set themselves walking goals and challenges.

Watch out for Walk4Life information on [itv.com](#), The Mirror Newspaper and other promotions online and in your area, during September as part of the campaign.

schedule it to take place on or around Sunday 26th September, the ITV Walk4Life Day itself.

If you don't know of a suitable walking route you could try your local walking or rambling groups for some route ideas – check out [Ramblers](#), [Natural England](#) or [Walk England](#) among others. Once you've chosen your route you can find a handy poster to help you publicise your walking event in the [Walk4Life toolkit](#).

Helping you get walking

To help you get behind the Walk4Life campaign, a whole range of free resources are available:

- **Walk4Life toolkit**

As well as lots of tips on how to inspire reluctant walkers and information on safety while walking, the toolkit offers plenty of suggestions for walking games and activities. If you are planning a group walk, you'll find ideas of how to make your walk fun for everyone.

- **Posters**

We have created Walk4Life posters and a sponsorship form to help promote your walking activities. These are all available to download online from the [Tools Page](#) of the website. We have also made available copies of the 'Best foot forward – could you walk to school?' and 'It's not just a walk it's a work out' posters as well as a poster with space to promote your own walking events. Posters can be ordered from the [DH Orderline](#) – but hurry, stocks are limited!

- **Walk to School**

This October is Walk to School Month and if you work with a school and would like to take part, you'll find some great walking material available to help you. They include wall charts and activity packs which provide positive messages and they are all available [here](#).

- **Unleash your animal!**

If you're looking for a fun way to get adults thinking about their activity levels then Living Streets' new interactive online quiz will help assess how active they really are, and which 'office animal' that makes them. Aimed at female sedentary office workers, the simple quiz allows people to move through different animal characters to get them walking more as part of their working day. Everyone who takes part has the opportunity to win £50 worth of John Lewis vouchers. Join in the fun [here](#).

Change4Life is now on Facebook and Twitter!

If you want to keep up to date with tips and ideas for eating well and moving more, as well as learn about Change4Life activities taking place around England, you can now become a fan (by clicking "like") on [Facebook](#) or follow Change4Life on [Twitter](#)

Be sure to check out the Summer Fun Activity App on our Facebook page, which has ideas for keeping families active over the Summer as well as the chance to win a Nintendo Wii, Wii Sports Resort and Wii Fit Plus (with balance board). Also keep a look out for our Walk4Life Facebook App launching in mid-September!

Share your success

We would love to be able to share your Walk4Life stories and successes with other Change4Life Supporters! In advance of any activity, please let us know what you're planning and if we can provide any information/advice. Afterwards, please send us photos, a summary of what you did on the day, how many people came along, who in your local area you've worked with and any other information you think we will find helpful or interesting.

Having all of this not only enables us to publicise your support for the campaign, it also really helps to inspire other Supporters to do great work. And to say thank you we will send you some of our giveaways which include Snakes & Ladders Mats, Change4Life Water bottles and T-Shirts!

Please send your information to c4lpartnerships@dh.gsi.gov.uk

Getting your Change4Life tools

All the Change4Life toolkits, including the Walk4Life toolkit, are available to download from our website and print out on your own printer. However, if you aren't able to print or need large volumes of materials, other options are available.

No printer? Our toolkits are also available in hard copy format. Please call **0300 123 3434** to order. Office hours are 9am – 8pm every day, and

calls to 03 numbers should cost no more than geographic 01 or 02 UK-wide calls, and may be part of inclusive minutes subject to your provider and your call package.

Healthcare professional? Remember, if you work for the NHS or government you can order hard copies of some of the Change4Life materials via the **DH orderline**.

Fun Wheels still available

You may remember we launched the Change4Life 'Fun Wheel' at the start of Summer. It's a spin the wheel game full of active challenges that are great for team games, family trips to the park and other events.

So far, thanks to your support, we've distributed 1.1 million Fun Wheels, but there are still some available. If you'd like to order more you can do so via the Department of Health Orderline. You'll need to go online, register and place an order (product code: C4L182). Order now at www.orderline.dh.gov.uk.

Members of the public will be able to order their individual Fun Wheel online via the Change4Life website or by telephoning our call centre on **0300 123 1018**.



Please keep signing up!

If you have been forwarded this email or think any of your colleagues might want to receive it, you can register on the Change4Life website and it will be sent straight to your inbox. To register, visit www.nhs.uk/change4life and go to the 'Partners & supporters' section.

Finally, thank you again for your ongoing support for Change4Life. We'll be back soon with the next newsletter – look out for it in your inbox in October.

Your Change4Life team

