

Aim of Physical activity campaign

To run a physical activity promotion campaign from June to September in both 2004 and 2005. In addition to general awareness raising publicity, residents would have the opportunity to reply to three statements covering their stage of exercise behaviour and then receive tailored materials to promote their motivation to be more active.

Objectives

- o To use a variety of promotional material to attract the interest of local residents and workers of Wandsworth.
- o To target Wandsworth residents, primarily those living in the catchment area surrounding the Rivers Wandle and Thames.
- o Those individuals responding to the campaign will receive information booklets (one of three) tailored to their current attitude to physical activity.
- o Those receiving the booklets will be asked to enrol in the Local Exercise Action Pilot (LEAP) evaluation. These residents will then be followed up 3 and 6 months later to assess the effectiveness of the campaign.

2004 Campaign

The idea for the 2004 campaign was to try out different low cost, targeted approaches to raise the awareness of physical activity, and to generate a response from those who wish to receive further information.

The LEAP coordinator produced most of the promotional material for the 2004 campaign with support from the PCT communications team.

1. Wandsworth PCT and Dr Foster Ltd produced the June 04 edition of 'Your Life' magazine in which a campaign article was placed. The magazine targets 16-24 year old women and offers information and advice on health services in the area. 20,000 copies of the magazine were printed and distributed throughout Wandsworth. A similar magazine for men was developed and printed in November 2004, which included a LEAP campaign article.
LEAP time = 10 hours.
2. 1,500 Wandsworth PCT workers received promotional material in their June 04 payslips. The same employees received a campaign email 6 weeks later. Over 500 Wandsworth Borough Council workers received the same email.
Payslips LEAP time = 21 hours. Printing costs £600.
Email LEAP time = 30 minutes.
3. The local Wandsworth Guardian featured the campaign in an August 04 edition of the Wandsworth Borough News. 20,000 copies were printed and distributed.
LEAP time = 10 hours

4. The details of the campaign were placed on the website www.wandsworthpct.nhs.uk/health/LEAP with an email address set up to receive replies LEAP@nhs.net. LEAP time = 21 hours
5. Small displays were set up in 18 GP surgeries across Wandsworth. Residents had the opportunity to complete a card and place it in the box provided. The displays were left for 4 weeks.
LEAP time = 40 hours. Printing and display costs = £400
6. The LEAP coordinator attended 2 health fairs organised by the Wandsworth PCT. Residents at those health fairs were able to request campaign material.
LEAP time = 21 hours.
7. Individuals referred to the LEAP physical activity clinics but unable to attend where offered the chance to be part of the campaign. Letters have been sent to 44 people.
8. Posters were placed in 200 locations with a text messaging service linked to the LEAP@nhs.net email. This allowed individuals to request information by sending their details via a text message. LEAP time 7 hours. Printing cost £100
9. 10,000 households in three 'wards' in Wandsworth received promotional material through their letterbox during the summer months of 2004. Earlsfield ward was targeted due to the comparatively lower numbers of residents who commute by foot or bicycle. Latchmere was targeted due to its comparatively high levels of those living in council accommodation and purpose built flats. Tooting ward was targeted due to the comparatively high number of non-white residents.

LEAP time = 36 hours production, 36 hours delivery time from the LEAP coordinator. Leaflet printing costs £900.
10. All those that requested information were also sent a LEAP newsletter in December 2004. Printing cost £300

Most of the responses to the promotional material came from cards completed within the GP surgery waiting room. The mail drop was fairly successful, although time consuming. Email responses were fairly high and certainly more successful and cheaper than including information in employee payslips. The poorest response came from magazines and newspaper articles.

	Distribution	Response
Your life magazine	20,000 copies printed	0
Fit in Wandsworth magazine	20,000 copies printed	0
Wandsworth Borough News	20,000 copies printed	11
Mail/door drop	10,000 flyers delivered	73(0.7%)*

Payslip flyers	1,500 payslip flyers	11(0.7%)
Worksite emails	2,000 sent	69(3.5%)
Displays in GP surgeries	18 surgeries	112
Health fairs	2 health fairs	58
Those unable to attend a physical activity clinic		44
Text messaging posters	200 posters	16
Other		2
	TOTAL	396

The idea for the 2004 campaign was to try out different low cost, targeted approaches to raise the awareness of physical activity, and to generate a response from those who wish to receive further information. This proved to be very challenging, as it required many different skills including:

- Design skills
- Marketing skills
- Being able to identify promotion avenues and opportunities
- Communication skills
- Knowledge of health promotion and behaviour change techniques

It was also very time consuming in terms of designing, producing, printing and distributing the campaign material, and then collating and replying to those that responded.

The best ‘value for money’ method, in terms of the number of responses, proved to be sending information by email and putting promotional boxes in GP surgeries.

2005 Campaign

The 2005 campaign was based on lessons learnt from the 2004 campaign. It was decided that eye-catching pictures with a simple method of response would generate the most replies. It was noted that many people responded to information seen at the GP surgery or the Library, so promotional material was produced with this in mind.

Postcards and posters were developed showing local people enjoying low cost physical activities in the local area. A variety of people and locations were used to attract the attention of a diverse range of residents.

A LEAP representative also attended many health fairs and events in 2005 to raise awareness of physical activity in the borough

7.1 distribution sites

30,000 postcards were distributed across the borough

Cafes
Pubs/bars
GP Surgeries

Vets
Shop mobility
Supermarkets

Internet cafes
Pharmacists
Community centres
Opticians
Libraries
Health stores
Hair Dressers
Launderettes
Take Aways
Leisure/recreation centres
Dentists
Town Hall
Roehampton University
Wandsworth Cycling Campaign

Letter Boxes
Wandle Valley Festival
Cycle Corners
Environment display at town hall
SW London health fair
Royal Mail health fair
Roehampton estate health fair
Asda employees' health fair
Roehampton University open day
PCT AGM health fair
Parents health fair at Ronald Ross school

Costs

Photographer £550, designer £450, printing £1,500, display stands £450, posters £540.

An employee on a bicycle with a trailer carried out distribution at a cost of about £1,700 (about 5 weeks). The administration cost of sending out the information in reply to the responses was about £100 a week for 12 weeks.

The idea for the 2005 campaign was to produce eye-catching postcards showing local people enjoying low cost physical activities in the local area. The 30,000 postcards took a while to be distributed, but widespread coverage was achieved.

The designs were very well received and provided a colourful display when arranged in the postcard holders. Once distributed there was a constant response of about 15 postcards a week that required a small amount of admin time to process.

Those that responded showed a different set of demographic data compared to those from the previous years campaign. There was a higher percentage of men, and a higher percentage of BME groups that responded to the 2005 campaign. This is pleasing as many of the postcodes pictured men and ethnic groups enjoying being active.