



**EAT BETTER
FEEL BETTER**

Information Pack

EatBetterFeelBetter.co.uk



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The Scottish Government's **Eat Better Feel Better** campaign will launch on Thursday 8 January 2015 to inspire and support parents and families to make healthier changes to the way they shop, cook and eat, with the aim of improving their health.



With the launch just a few weeks away, we've prepared this pack to give you more information about the campaign and to explain how we're using marketing, PR, social media and advertising to support it. Plus there are lots of ways that you can get involved and support **Eat Better Feel Better** in your own area.

Helping you to get started

FACTSHEETS

This pack contains a wide range of information that you can use to support **Eat Better Feel Better** plus we also have a number of factsheets which we would be happy to share with you on request. Topics include:

- Reasons to Eat Better and Feel Better
- The benefits of healthy eating
- Food safety
- Common myths about healthy eating
- The food policy background to the campaign
- Facts about food and health in Scotland

You can use these factsheets to tailor information about the campaign to your own communication channels e.g. newsletters, websites and social media.

If you would find any of these factsheets useful, please send an email to healthierscotland@webershandwick.com and let us know which you would like .

Key messages

To help you understand the approach we are taking to communications through the Eat Better Feel Better campaign, here are our key campaign messages.

- Cooking tasty, healthy meals for your family can be simpler and more affordable than you might think. There are many quick and cheap changes you can make to how you shop, cook and eat.
- We're all getting behind the mums of Scotland to support them to make sure they can buy and cook healthier food for their families.
- By making simple changes to how you shop, cook and eat, you and your family can eat better AND feel better. Give it a try and see how easy it can be. You can do it!
- We know that trying to get your family to eat a little bit healthier can be a real challenge. From dealing with fussy eaters and shopping on a budget to planning your meals and finding time to cook, eatbetterfeelbetter.co.uk has lots of hints and tips to help you eat more healthily.
- There's plenty of local support and advice on hand to help you make healthier choices for you and your family. From local cooking classes and healthy cafes to supermarket promotions, visit eatbetterfeelbetter.co.uk to find what's happening in your area.
- Eating well and exercising regularly can make you feel better, more confident, happier, less stressed, sleep better and be more energised.
- Getting kids to eat healthier from a young age can help them avoid major illnesses later in life. EatBetterFeelBetter.co.uk has plenty of family friendly recipes and tips to get kids eating healthier food.
- There is strong scientific evidence that physical activity and a healthy diet can protect against many of Scotland's leading chronic diseases including heart disease, diabetes and some cancers.



MARKETING RESOURCES

We've spoken to as many community groups and stakeholders as possible and listened to what you need to help make this campaign a success. Plus we know that local help and support is really important to the audiences we want to target.

As a result, the following resources are available free of charge to help you carry out activity in your local area:

Roller banners

A3 posters

A3 empty belly posters

Recipe leaflets

Fridge magnets



Branded food storage boxes



Measuring spoons

EatBetterFeelBetter.co.uk



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If you would like to request any of these materials, please send an email to healthierscotland@webershandwick.com by Monday 15 December detailing:

- Your name
- Name of community group / local initiative
- Contact details (phone number and email address)
- Delivery address (including a named contact)
- A note of items you would like and quantities for each

We are also currently developing a resources section on our website which you will be able to access from mid-December. This will contain the marketing resources (ready to print) as well as downloadable digital assets.

We will be in touch soon to let you know when this page is live.

How you can help

We understand the importance and influence of community support and know that the effectiveness of this campaign will rely, to a great extent, on the success we have in connecting communities with the local support that is available. From directing people to local cooking classes or healthy eating groups or helping people find the best value local food or food co-ops available to them, community-level support will be a major focus of this campaign.

We are asking you to help us by spreading the word about this campaign through your own networks and communication channels, whether that's through your website, social media channels, local events/classes or noticeboards.

We want to hear from you to find out about the community initiatives you're working on across the country. Please don't hesitate to get in touch as we're always looking for:

- Details of local initiatives and support aimed at helping families eat better
- Case studies of parents or families who have made / are making changes to their diet and noticing the difference
- Spokespeople who we can call upon to provide some tips, advice, real-life experiences.

In return we will be looking to generate coverage for these stories and for your organisations in local, regional and national media. We'll also put information on EatBetterFeelBetter.co.uk to help drive more people to your resources. The more stories we can tell about local support and real people making real changes to their diets, the better chance we'll have motivating and inspiring others to adopt healthier diets.

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The Campaign

When **Eat Better Feel Better** launches in January it will be supported by TV and radio advertising, social media, PR and community roadshow events. We hope to reach as many people as possible to spread the **Eat Better Feel Better** message.

Here's an overview of what you can expect:

Advertising

The campaign will be supported by press, TV, radio and digital advertising. We've created new adverts using top tips from real mums in Scotland to help motivate and inspire people to make healthy changes.

From January the campaign will air on STV, Channel 4, Channel 5 and local radio stations, as well as being advertised on popular family websites and in lifestyle magazines, such as *Take A Break* and *Woman's Own*.



Social media will play an important role in the success of the campaign and the **Eat Better Feel Better** Facebook page is now up and running ahead of the launch next month. You can 'like' us at www.Facebook.com/EatBetterScotland and we will regularly share information about what local groups are doing, so please keep in touch.

Don't worry if the page looks a little sparse at the moment – we're just getting it ready for the launch in January. At that point, we'll be sharing engaging content on a daily basis.

We'll include motivational stories from real people who have made healthier changes to their lifestyles as well as regular top tips, recipes, cook-along videos and special offers, plus details of our roadshow activity.

We'll be using the hashtag **#EatBetterFeelBetter** on all campaign posts so please like and share anything that would be of interest to your followers or feel free to let people know what you're doing to support the campaign.

If you send a link to your group's Facebook page to healthierscotland@webershandwick.com we'll make sure to like your page and look out for content that we can share with our fans.

EatBetterFeelBetter.co.uk



facebook.com/eatbetterscotland





The Scottish Sun

At the start of February, **Eat Better Feel Better's** five week media partnership with The Scottish Sun will start. We'll have a series of double page features with stories from parents who have changed the way they shop and cook for their family, as well as recipes and advice segments to help readers make healthier choices.

The partnership will also run on The Scottish Sun's website and social media pages, plus we'll be working with a retail partner to give away free healthy ingredients to help readers get started. The Sun bus will also be touring supermarkets throughout Scotland in support of the campaign.

Community events

Eat Better Feel Better will hit the road from 16 January until 27 March next year. We'll be touring the length and breadth of Scotland visiting supermarkets to give advice and support to shoppers. At our stand, the team will provide details of what's on locally and we'll be handing out helpful healthier eating tools including recipe leaflets, recipe fridge magnets, food storage boxes and measuring spoons.

We'll also be running a Facebook competition at each roadshow location, giving people the chance to upload their top healthy eating tip to our Facebook page for a chance to win a range of cookware.

Our community events team are collating details of what's happening in each area and representatives from community groups are welcome to attend a local session to speak to people who could benefit from your services. As soon as the roadshow calendar is finalised, we'll share it so that you can find out where we'll be and when.

PR campaign

Eat Better Feel Better will be supported by a PR campaign which kicks off on Thursday 8 January 2015 with a media launch in Edinburgh.

Using press releases, photo opportunities and case studies, the PR team will work with national and regional media contacts to secure regular features and news stories to motivate others to make healthier changes.

If you have any questions about PR, or to share a case study or success story with the team, please contact healthierscotland@webershandwick.com.

Partnerships

We're working with supermarkets and the convenience sector throughout Scotland to get the healthier eating message to as many shoppers as possible. Keep a look out for in-store events and offers on healthier ingredients as well as features in supermarket magazines, branded point of sale and social media support.

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Website

EatBetterFeelBetter.co.uk will be unveiled in January. All the advice has been guided by real Mums from across Scotland who know what works when it comes to making healthier choices for their families.

From top tips on dealing with fussy eaters to simple, quick recipes that won't break the bank, the website is designed to provide all the information and tools needed to help a family make healthier choices.

The site will include supermarket offers as well as details of local events and support groups. There are also step-by-step guides and cook-a-long videos so that even a beginner in the kitchen can learn how to prepare and cook a delicious meal in no time at all.

We have a section on the website dedicated to 'what's on in your area' – this will feature a calendar of events as well as details of organisations in each area.

We need your help to populate this section of the website. If you would like your organisation's details to be included, please send full contact details to healthierscotland@webershandwick.com.

In addition, if you have any events, groups or classes scheduled throughout January to March, let us know and we will include them in our events calendar.



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Campaign contacts

We very much look forward to working with you on the Eat Better Feel Better campaign, and will be in touch regularly over the next few months.

In the meantime, please don't hesitate to contact the team below with questions or suggestions.

PR AND RESOURCES:

Jennifer Butler, Gaynor Daniel or Jenna Cincia
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LOCAL COMMUNITY EVENTS:

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CAMPAIGN MANAGER

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Things for you to do!

- 1 Share this pack with colleagues and other contacts in your network
- 2 Order your Eat Better Feel Better resources and factsheets
- 3 Send us details of any events you have happening in January-March for inclusion on our website
- 4 Like our Facebook page facebook.com/eatbetterscotland
- 5 Get in touch if you have any great case studies or PR stories
- 6 Visit our resources page for more info from mid-December (details to follow!)
- 7 Support the campaign in your own channels – website, social media, newsletters
- 8 Come along and support our local supermarket events

THANK YOU FOR YOUR SUPPORT!

EatBetterFeelBetter.co.uk



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Great tips, easy meal ideas and offers that make eating healthier a whole lot easier.