

Supporting Healthier Choices



Introducing the Scottish Government's Social Marketing Programme 2015

The Scottish Government's forthcoming Eat Better Feel Better social marketing programme aims to inspire and support parents and families to make healthy changes to how they shop, cook and eat, with the further aim of improving their health. This new programme, launching in January 2015, comes as part of a co-ordinated programme of measures to support healthier choices in Scotland.

As a stakeholder with a shared interest in this goal, we hope that you, and others within your network, can help support and deliver the programme in your own area. By way of an introduction to the programme, we have prepared this briefing note, outlining the programme aims and the ways in which you can get involved. A further, more detailed pack, including full media plan, will be issued in November.

What do we want to achieve with this social marketing programme?

- To raise awareness of the healthier choices available to parents and their families
- Position these healthier choices as practical and achievable
- Provide people with tools and support available locally to help them make healthier choices.

What's the rationale behind these aims?

The programme has been designed around a wish from our target audience (primarily C2DE Mums living in areas of multiple deprivation) to be provided with real tips and real recipes from real people in true-to-life situations – to help support and encourage them to make healthier choices.

What will the social marketing programme involve?

Key elements of the proposed marketing campaign for January to March 2015 will include:

- An advertising campaign (including television, radio, press and digital)
- A website
- A Facebook page and social media campaign
- Local community campaign work (including community engagement events and in-store promotions and activity)
- A partnership with a national media partner
- A PR campaign
- The Scottish Government is also working with a large number of large retail partners to help us deliver the campaign at a store level

What role can you play?

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 to them. From directing people to local cooking classes, a nutrition event or helping people find the best value local food or food co-ops available to them, community-level support will provide a major focus of this social marketing programme throughout 2015.

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

How can you support the PR campaign?

As part of our PR plan for Eat Better Feel Better, we are now looking to start generating content for our media relations campaign. Some examples of the type of information you can help us with are as follows:

- Details of local initiatives and support aimed at helping families eat better
- Case studies of Mums 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 seeking to generate coverage for these stories and for your organisations in local, regional and national media. The more stories we can tell about local support and real people making real changes to their diets, the better chance we'll have on motivating and inspiring others to adopt healthier behaviour.

Next Steps

We hope that this has been a useful and informative introduction to the forthcoming Eat Better Feel Better campaign.

Given the challenge we face in tackling Scotland's poor diet, it's crucial that we take a collaborative approach with partners and organisations from across the country. Please share this note now with your own networks, and further details on the social marketing and communications plan will be sent to you later this year as part of a second



How can we help you?

We will be making the following tools available for your use free of charge, and further details of how you can obtain these will be included in the next stakeholder pack:

- All required Eat Better Feel Better logos and guidelines for use
- Editorial copy for website, social media, printed or e-newsletters
- Eat Better Feel Better collateral for field activity/ events
- PR opportunities (photocalls, campaign coverage)
- Factsheets and top tips
- Key messages and a guide to the campaign's tone of voice
- Suggested Tweets and Facebook posts.
- All Eat Better Feel Better collateral including leaflets, posters and giveaways

stakeholder pack (to be issued in November).

In the meantime, if you think you've got a story worth telling or you'd like to offer some ideas about how you can support the campaign, please email us at

healthierscotland@webershandwick.com

along with your preferred contact details and we'll get right back to you.