

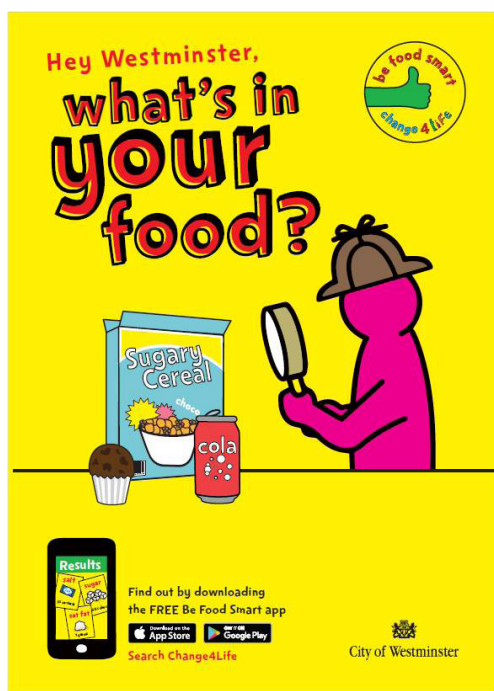
Two weeks were spent planning the Be Food Smart campaign and creating localised content, with activity launched in mid-January, two weeks into the national campaign.

Advertising was placed in a range of physical places through public and voluntary services and on digital spaces such as Facebook, Instagram and other websites. The campaign also made use of council communications (newsletters and magazines) and the local press to reach families multiple times during the campaign period. This was supported by several interactive healthy eating and advice events designed to engage families and children.

While the local campaign used the key messages from the national Be Food Smart campaign, Westminster placed a particular emphasis on the importance of being sugar smart to ensure alignment with local oral health priorities.

### Tailoring Be Food Smart for Westminster

The Westminster communications team drew on a range of free materials from Public Health England's [Campaign Resource Centre](#). Posters, digital banner ads and an email signature were customised by their designer to include a direct call out to Westminster residents, 'Hey Westminster, what's in your food?' and were endorsed by the Westminster City Council logo. Ready-to-use Facebook and Twitter posts covered the range of sugar, saturated fat and salt messages highlighted by the national Be Food Smart campaign.



**Westminster City Council customised free Public Health England materials with a local call to action.**

### Digital advertising

The majority of the local campaign budget was spent on a geomarketing campaign, where Public Health England Change4Life digital ads were delivered to people (via mobile phones and other devices on social media applications such as Facebook and Instagram) based on where they were or what locations they had previously visited in Westminster. Westminster commissioned a local marketing agency to implement this activity at a cost of just under £3,000.



This kind of geomarketing programme targets everyone in an area rather than particular demographic types. However, by reaching those within a particular geographical radius, it included Westminster's families in their homes and other public locations.

"Using Change4Life resources is beneficial. Printing up ready-made materials saves us money as we don't have to pay to produce our own – that's easily a couple of thousand pounds. But it's a lot of Officer time that you are saving too."

Ellie Lewis,  
Senior Public Health Officer,  
Westminster City Council