

## Supporting stakeholders

As well as investing in locally funded, targeted advertising across a variety of mediums, the council recognises the need to work closely with stakeholders in frontline services to really embed the combined KCC and Change4Life offer.

In practical terms, this means bringing together Change4Life branding, messages and tools with information on local services, and tips and ideas for maintaining a healthy lifestyle.

As frontline services are often time poor, KCC have made sure they have a bank of materials for services to easily access. These are developed in conjunction with stakeholders by understanding the types of conversations they are having with families, and tailoring free resources available from Public Health England on their [Campaign Resource Centre](#).

Through a dedicated stakeholder page on their website, KCC provides a gateway to Change4Life resources, information on nutrition and physical activity, Kent services, and links to local opportunities for sports and physical activity (e.g. [Explore Kent](#)).

“We know Change4Life has gone down well with our local families, so it made sense for us to build on that and make it as locally relevant as possible, whilst helping our partners and stakeholders to spread the a consistent message.”

Wayne Gough, Business Planning and Strategy Manager, Kent Public Health Team

Stakeholders can access a localised **Change4Life campaign guide** that provides rationale for the brand and provides top tips on content and tone, and specific ways to use the materials.

Prominent links to **Change4Life smartphone and website applications** are featured including the Be Food Smart app, Smart Recipes, 10 Minute Shake Up Games and the Fun Generator.

**Ready to use and customisable print and digital resources** (booklets, planners, posters, banners, and social media resources) are also available.

