

february 2011 newsletter from change4life

**Dear Change4Life
local supporter,**

Valentine's day is just around the corner so we want our local supporters to get more adults and children involved in Change4Life's activities. Read on to find out how you can help them fall in love with a new healthier lifestyle.

Have a lovely February.



Love Play

Love Cooking

Love Dance

Change4Life Supporters of month

Other lovely bits

Love Play

We know what it's like at this time of year.

You pull back the curtains and look outside. It's cold, dark and the very thought of venturing out makes people hibernate on the sofa. So this February, we want the families and children you work with to fall in love with active play as part of a healthy lifestyle. And the best bit is, we've lots of suggestions of how you can do this indoors!

Kids don't need a gym or a huge football field to play. In fact, with a little imagination you can inspire families to turn their homes into an indoor playground. You'll find inspiration and more than enough games to keep every one occupied in our Play4Life toolkit. Of course, it also gives guidance on keeping it safe. Give it a go - families will love it!

Download the play4life toolkit now



Reasons kids love play

Gets them up and about

Keeps them healthy

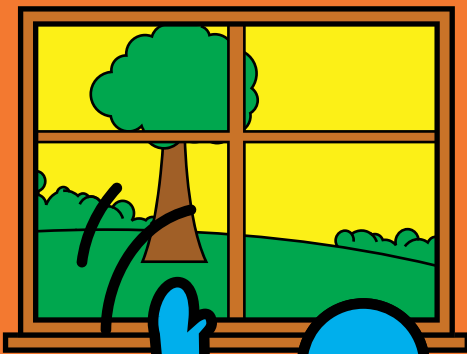
Makes them smile

Helps them make new friends

Improves self-confidence

Developes imagination

Improves communication



Love Cooking

If you love food, and love cooking, you could add some flavour to the lives of the adults and families you work with by helping them learn to cook too. By showing them that preparing food and cooking it is as much fun as eating it, you could really make a difference to their lifestyles.



Spice things up in the kitchen

- Smash it, chop it, steam it, boil it, blend it – teach people some of the basic techniques to help them prepare their own meals
- Show people how to prepare food in a hygienic way
- Get them to try new flavours, foods and spices
- Show them that healthy food can be tasty food
- Show how it's cheaper to cook from scratch than to buy prepared foods

Love recipes

You don't have to be a top chef to do this, we've made sure it's really, really simple for everyone. You can either cook one of your own recipes, or choose from one of the many healthy recipes on the Change4Life website. You can also order our recipe cards and share them with the families and adults once they've learned how to cook them.

Get cooking

Our partners, Let's Get Cooking, have some useful hints, tips and other fantastic resources on their website.

Take a look 



Love Dance

When it's miserable and wet outside there is no better way to lift people's spirits than dancing. Everyone loves it, especially kids. All you have to do is put on your favourite music, and go for it! You never know, they might even fall in love with a style of dancing they've never attempted before, such as cheerleading, tap dancing, or even street dance!



Why dance is the grooviest way to get fit

It's great fun

Anyone, any age can do it

Helps develop coordination

Perfect indoor activity

It burns energy and fat really quickly

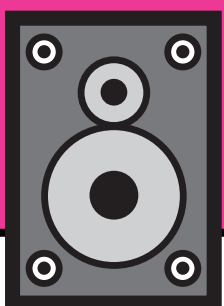
Strengthens kid's bones

Do it like Diversity

If the families and children you help really want some dance inspiration, then check out our Let's dance with Change4Life featuring Britain's Got Talent winners, Diversity. They'll show them the basic moves and teach some easy-to-follow routines.

You can also download the Let's dance with Change4Life toolkit which give everyone the basic steps for lots of different styles of dancing, as well as ideas to make it even more fun such as competitions and events.

Check it out



Change4Life Supporters of the month

We've had so many entries for Supporter of the Month, but the two we've featured here really stood out. It never ceases to amaze us the lengths some people go to, to make people's lives not just healthier, but more fun too.

So please, do keep up your hard work. It is worth it, it is having a real impact on the families you're helping and it is appreciated by everyone at Change4Life .

Firefighters burning fat in Bury St Edmunds

Everyone knows how fit firefighters have to be, so who better to get the children and families of Suffolk in shape than the Bury St Edmunds Fire Department?

Their Firefighter Fit and Healthy Programme ran for 8 weeks at their station and was aimed at children aged between 11-14 and their families. For two hours a week, they learned a whole host of ways they could live healthier lives. This included diet and nutritional classes, structured physical exercise, as well as real firefighter training!

This programme was a real team effort and working along side the Fire Service were the NHS Suffolk Child Weight Management Service, MEND and Healthy

Ambitions Suffolk. The organisers were happy to report that everyone on the course had a great time and what the participants learned really boosted their confidence and self-esteem.

Such was the success of this programme, two more are running in Bury St Edmunds and Lowestoft, and Ipswich will be running their first course early in the summer.

Now that should really burn some calories!

One week, two counties, thousands of healthier people

Something very special happened in the counties of Leicester and Rutland recently. 1,579 children and adults decided to change their lives and get Active4Life through Leicester & Rutland Sport's family week.

There were 24 family orientated sessions run in a whole host of locations across the region with the aim of getting anyone attending active and enjoying themselves. To achieve this, they had to have activities to suit all ages and abilities. The masterminds behind the events came up with fast and furious games of rounders, a giant parachute, activity hunts as well as a competition to find the most active family...PHEW!

The events were all clearly branded Active4Life - this included brochures, posters and even the website.

What a week! What a fantastic effort by everyone!



Other lovely bits

Here's a round up of other lovely news and useful info, in bite-size chunks:

Collateral countdown

We have just got extra stock of the following bits of Change4Life collateral which we can offer local supporters. We don't have any plans to reprint these two at the moment so get your orders in whilst stocks remain:



1. Love a takeaway? Our healthy takeaway recipes mean it doesn't have to be a guilty experience.....

2. Love shopping.....but get carried away? Change4Life shopping pads will help keep you on the right track to the till and the bills down.....

Order them by calling
0300 123 1002.

The Great Swapathon

Whilst the campaign is still on-going, initial indications show that we have had a fantastic response to it from local supporters. We'll be sharing some statistics with you in the next newsletter, and also showcasing some specific examples of the activities you have organised.

Many thanks for your ongoing support!



Please keep signing up!

If you've been forwarded this email or think any of your colleagues might want to receive it, you can register on the Change4Life website and it will be sent straight to your inbox. As a registered local supporter you can use all of our resources free of charge and create your own materials using the brand assets.

Register now



Share your stories

Sharing your stories just got even easier! Our new online survey aims to give you the opportunity to share information and photos of Change4Life events or activities you've run - and help us to recruit and inspire more campaign supporters in the process. Why not take a few minutes to tell us what you've been up to and complete the survey here.

Are your details up-to-date? Please don't forget to let us know if your contact details have changed, or are about to change. We'd love to be able to keep you in the loop on everything we've planned in 2011. Send your new details to c4lpartnerships@dh.gsi.gov.uk and put 'Details change' in the subject heading.

Follow Change4Life
on Facebook and
Twitter

You can keep up to date and find out about activities taking place around England by joining our 40,000 Change4Life Facebook fans (by clicking 'like') or following Change4Life on Twitter.

facebook



twitter

