

**WE ARE
UNDEFEATABLE**

Reframing messages about physical activity

6th February 2020

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The Richmond Group of Charities

BACKGROUND TO THE CAMPAIGN

**WE ARE
UNDEFEATABLE**

- **Working together in collaboration** as 15 health charities with Sport England and in partnership with PHE to change the way we talk about physical activity with people living with long term conditions
- **Establish a unified voice** and create an emotionally engaging marketing campaign to reach our target audience and drive sustainable behaviour change
- **Understand our audience** (people with LTCs who are doing little or no activity each week) and test campaign development at every stage
- **Launch a 6 week campaign** with social media channels, website, TV and radio advertising and charity activation in September 2019



breast cancer
now



BritishRedCross



**VERSUS
ARTHRITIS**



**MACMILLAN
CANCER SUPPORT**

**ROYAL
VOLUNTARY
SERVICE**

Stroke
Association

PARKINSON'S^{UK}



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHY IS IT IMPORTANT?

- Prevalence of long term conditions and multiple conditions
- People with long term conditions twice as likely to be inactive as those without
- The evidence is clear about the role physical activity can play in:
 - helping manage and reduce risk of health conditions
 - support people to maintain or increase quality of life
- Significant barriers for this audience



OPPORTUNITY FOR CHANGE

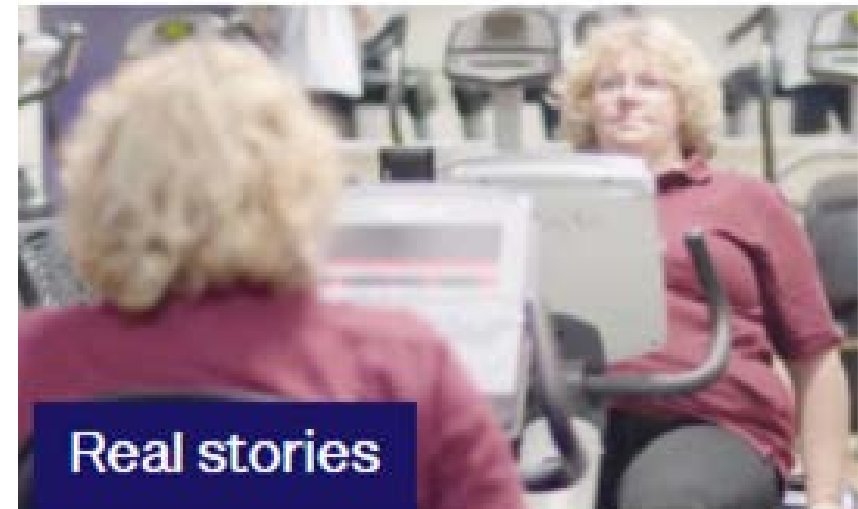
Attitudes and motivations of people living with a health condition

The people around them who they get advice from: carers, family, charities, HCPs & media

Sport and physical activity opportunities

THE CAMPAIGN

AID ACTIVATION / MAKE MORE SEAMLESS JOURNEYS



KEY THEMES FROM RESEARCH THAT SHAPED THE CAMPAIGN

1



Being active
v
Being sporty

2



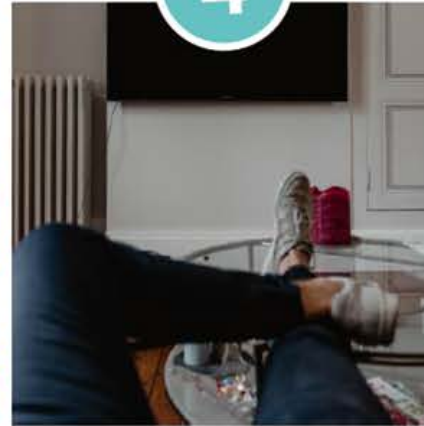
Positive /
Negative
Balance

3



Belonging,
part of life /
society

4



Targeting

5



Realistic,
attainable &
sustainable
activity

BREATHE IN. HEAD OUT.

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

DAMN RIGHT I'M STRETCHING MYSELF

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

YOU BET I'M GOING TO DIP MY TOES IN

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

ANOTHER HILL? YOU BET I WILL.

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

FOOTBALL IS WHO I AM. TYPE 1 DIABETES ISN'T.

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

I DANCE LIKE THE WHOLE WORLD'S WATCHING

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

WE ARE UNDEFEATABLE

WE ARE UNDEFEATABLE

LET'S GO AND MAKE SOME WAVES

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

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I DON'T HAVE TO RUN TO KICK IT

For ways to get moving with your health condition, visit WeAreUndefeatable.co.uk

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IF THESE MOVES ARE WRONG I DON'T WANT TO BE RIGHT

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WALK A MILE IN MY SHOES? TRY A WALK TO THE SHOPS.

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SOMETIMES DOWN. NEVER DONE.

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FROM THE LOWS TO THE HIGH FIVES

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ACTIVATION OF CAMPAIGN

- TV and radio adverts
- PHE sent HCP assets to every GP surgery and pharmacy
- Website & Supporters Hub with suite of assets
- Social media & PR
- Charity activation across all their owned channels
- Supporters getting behind the campaign in innovative ways
- UKCoaching resource hub for physical activity sector

CAMPAIGN LAUNCH RESULTS

**WE ARE
UNDEFEATABLE**

83%

**UNDERSTOOD THE
PRIMARY MESSAGE**

40%

RECALL OF CAMPAIGN

44%

**TAKEN ACTION DUE
TO THE CAMPAIGN**

(from those who recognised it)

CAMPAIGN CONSIDERED TO BE:

Inspiring	Important	Inclusive
Uplifting	Positive	Relevant
Encouraging	Informative	Motivating
Empowering	Relatable	Powerful
Reassuring	Interesting	Thought provoking

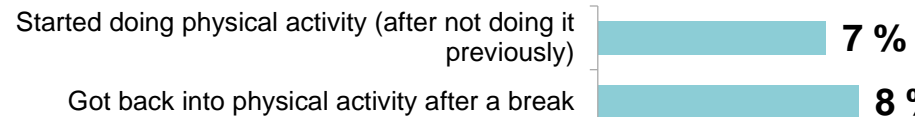
CAMPAIGN LAUNCH RESULTS

WE ARE UNDEFEATABLE

Proportion of those aware of the campaign who have taken any action as a result ...

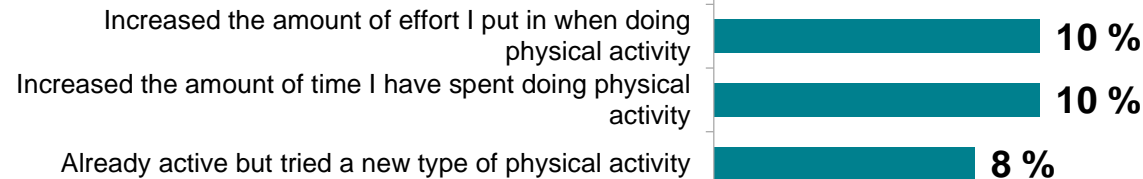
NET

Started or re-started activity



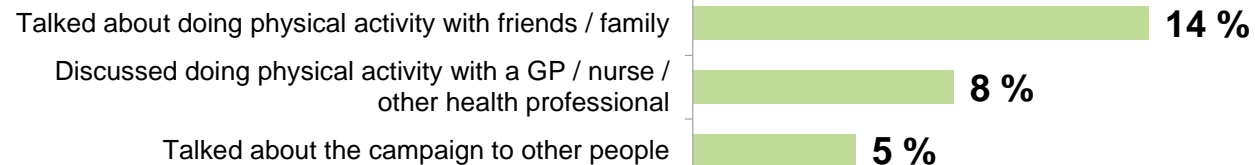
13%

Increased activity



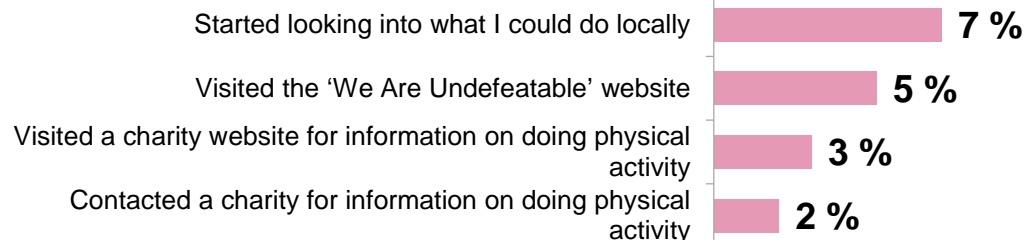
16%

Talked to others



21%

Information gathering



12%

Considering



SUMMARY

- Don't underestimate barriers & unpredictability of living with LTC
- Reframe the message
- Work together to optimise all interactions and opportunities

WeAreUndefeatable.co.uk #WeAreUndefeatable

