

Find something that's right for you and you'll stick to it.

Esther



It's never too late to be active

Get a free 7-day activity pass and discover local activities

Hertfordshire

Being part of a group helps me stay motivated.

Simon



It's never too late to be active

Get a free 7-day activity pass and discover local activities

Hertfordshire

Being active is helping me to stay stronger for longer!

Mario



It's never too late to be active

Get a free 7-day activity pass and discover local activities

Hertfordshire

Hertfordshire County Council is working with local organisations to launch a countywide campaign to help older adults become more active.

The recommended guidelines for physical activity is 150 minutes a week

41.7% of 55-64 year olds and 57.8% of 65+ year olds do less than 150 minutes

24.9% of 55-64 year olds and 42% of 65+ year olds are completely inactive

Since COVID-19: 1.3% decrease in 55-74 year olds and 2.9% decrease in 75+ year olds activity level

Being physically active for 30 minutes at least five days a week is known to provide important physical and mental health benefits for older adults. This is particularly important as we start to reverse some of the effects of COVID-19 and Lockdown.

'It's Never Too Late to be Active' runs for 12-weeks from 9 May to 29 July 2022.

This social marketing behaviour change campaign aims to inspire inactive and low activity older adults to become more active, help them to find new activities that they will enjoy and support them during the campaign to achieve their activity goals.

www.hertfordshire.gov.uk/nevertoolate

A communications toolkit to help publicise the campaign is available at:
www.hertfordshire.gov.uk/nevertoolatetoolkit

For further information please contact nevertoolate@hertfordshire.gov.uk

What is Never Too Late?

Never Too Late is a social marketing campaign that uses insight and behaviour-change techniques to encourage older adults to be more active through:

Personalised support

Participants will receive regular motivational texts or emails and have access to **personalised support** from the Never Too Late support team to address concerns and nudge behaviour.

Action planning

Action planning is a proven behaviour change technique, so a campaign **activity planner** is available to download from the website to help people identify their activity aims and plan how to achieve them.

Incentives

Participants receive a **FREE 7-day activity pass** to their local leisure centre. They can also **win** a 3-month gym pass, Fitbit or Sports Direct vouchers and help local schools win prizes.

Family bonds

Grandchildren are a strong motivator for adults to get active, so children are encouraged to take an *'action'* photo of a participating adult who can then submit it on sign up for a chance to win a family ticket to the Warner Bros. Harry Potter Studio Tour and £1000 for their school.

Case studies

Relatable case studies can inspire others to change their behaviour, so the campaign materials are based on real Hertfordshire people who are **telling their own stories** to motivate others.

Motivational messaging

Messaging is based on the individual's main motivation on sign up, and highlights the benefits of physical activity and how it can:

- keep the body strong and promote long-term independence and enjoyment of life
- boost energy, confidence and mood as well as keeping the mind sharp
- help prevent many common diseases, such as heart disease and diabetes
- improve strength and flexibility which also helps with balance and coordination, decreasing the risk of falls
- bring social benefits, be fun and provide social ties to ease feelings of loneliness

CALL TO ACTION: Visit www.hertfordshire.gov.uk/nevertoolate

All traffic is directed to www.hertfordshire.gov.uk/nevertoolate.

The website has information and advice to help people get active and links to the Moving More activity finder with information on activities in their area. Those without internet access can call 01992 555627 to sign up and receive support.

Please use the communications toolkit to raise awareness of the campaign and encourage local populations to take part and sign up.

It is available at: www.hertfordshire.gov.uk/nevertoolatetoolkit

How can you help promote the campaign?

- **Present the campaign** at team meetings, events, health-related network meetings etc.
- **Tell your colleagues** about the campaign and ask them to promote it to their wider networks
- Ask **staff** to sign up to the campaign and share it with their clients, family and friends
- **Use the comms toolkit** to promote the campaign to residents through your own channels:
 - Feature the campaign on your website and staff intranet
 - Include an article in community newsletters
 - Put up posters at local community venues
 - Post and share social media messages on your own digital channels and use the hashtag #NeverTooLateHerts to like and share other people's content.
- **Use face-to-face contact** with older people in the community to encourage sign up
- **Encourage your local schools** to take part in the photography competition

The marketing toolkit is available at www.hertfordshire.gov.uk/nevertoolatetoolkit or email nevertoolate@hertfordshire.gov.uk

Evaluation

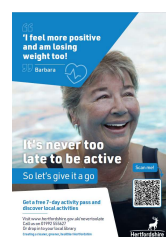
Short survey questionnaires will be completed by participants at the start and end of the campaign, with the opportunity for them to enter a prize draw to win prizes.

The questionnaires will measure any changes in activity levels, any wider benefits of being active that participants have experienced and will evaluate the overall impact of the campaign. A full evaluation report will be available in the new year.

The toolkit is available at:
www.hertfordshire.gov.uk/nevertoolatetoolkit

Engagement through the community

- A suite of case-study based posters is available to download, some printed copies available on request (free of charge)
- Template newsletter and website articles available to download and use
- Local case study stories and photos available
- Pop up banners available for large events (on request)



Engagement through schools

- A briefing for schools is available to explain the photo competition in more detail and explain how schools can support the campaign



Engagement through social media

- A suite of case-study based social media graphics in a range of sizes and formats is available to download
- A suite of suggested social media messages is available to download

