



Facebook behaviour change pilot v2.0 (Walking groups + older adult activities)

London Sport are inviting local authorities and other walking group providers to apply to take part in a digital behaviour change pilot launching in January 2019.

Background

Between June – October 2018 London Sport partnered with 10 local authorities to deliver a pilot project testing the use of Facebook advertising (plus email and text messaging) to recruit less active older (55+) adults to join local walking schemes.

In total, across the 10 boroughs:

- **2,799** older people signed up
- **70%** were classed as less active (less than 150 minutes activity per week). With **55%** reporting their current activity levels were less than 30 mins per week.
- **360** people joined a local walk

The people who haven't joined a walk yet are being supported to take the first steps to being active with behaviour change support and resources such as the Active 10 app.

For the average borough this meant we supported **270+ less active older residents** and recruited **around 30 of them to join a local walk**.

Opportunity to join version 2.0 (January – March 2019)

Building on the success of the pilot we are now inviting partners to apply to join the programme for January – March 2019.

The programme has 2 objectives:

1. Supporting your less active residents to take the first steps to be more active.

We will run Facebook ads to an older (55+) audience in your borough, encouraging them to register for information about their local walks.

We will then provide them support via text message, email and Facebook Messenger to find and attend a local walk or other suitable activity.

We will track their activity levels at 6 and 12 months to identify how many have become more active.

2. Supporting you and your comms team to learn about Facebook advertising.

We will provide your team with regular briefings, how-to videos and guides about how to set up and manage the campaigns. To give you an introduction to the tactics and approaches that are working in Facebook advertising of physical activity.

In addition, up to 2 members of your team (or comms team) will be able to join us for a training session with Facebook at their London headquarters in March 2019.

Requirements to take part

1. You must have an existing or new programme of free health walks taking place in your borough.
(We found that it works best if you are promoting at least 4 walks within your borough).
2. You will need to upload details about these walks via the [Open Sessions website](#).
(Optional: You can also upload other activity sessions for a 55+ audience (e.g. Tai Chi, Walking Football, Seated Exercise).

Expected outcomes

- We will aim to find and engage at least **300 less active residents** in your borough.
- We'll provide each of them with personalised advice and support to become more active for **up to 6 months**.
- We'll track their activity levels and let you know how many **join your local activities**.

Budget required

The cost to take part in version 2.0 of the Facebook behaviour change pilot is:

£1,995

This covers:

- Set up and management of Facebook ads in your borough (throughout February and March 2019).
- Provision of 6 months follow up support to all residents who sign up (via text, email or Messenger).
- Weekly briefings and behind the scenes videos covering how to set up and manage a Facebook advertising campaign.
- Training session for up to 2 members of staff at Facebook headquarters in London.

Deadline to take part: February 11th 2019.

How to apply

There are currently 8 remaining spaces for boroughs or walking scheme providers.

To express your interest in taking part please email chris.norfield@londonsport.org

Frequently Asked Questions

How does the programme work?

We will be running Facebook ads from the Get Active London Facebook page to recruit older inactive adults and then using digital behaviour change support to help them join their nearest free health walk. Anyone who signs up will

- receive a personalised confirmation message with details of their nearest walk, and a series of reminders to attend the next walk.
- be able to reply and get answers to any questions they might have before attending.
- receive a series of motivational messages (based on a proven behaviour change programme) to support them to become more active.

What type of walking schemes is this best suited for?

Our intention is to promote free volunteer led walking groups that are part of the Walking for Health programme. This is because the accreditation works as a quality assurance process so we can be confident that anyone who signs up will receive a similar experience.

If your scheme is not part of the Walking for Health programme and you are still interested, then let us know and we will explore it further.

How does this compare to a single borough running this programme?

There are significant savings per borough by running this together and because London Sport are covering the project management, set up and cost of long-term follow up systems. For example – boroughs who have hired Make Sport Fun to run this campaign have paid £3,000 for the £1,200 option.

Why include text message support, and not just advertising?

Because we're aiming to engage a hard-to-reach audience of inactive over 55s this is a behaviour change programme, not just a marketing campaign. The text messages are an essential element of the behaviour change support for each person.

How will monitoring and evaluation work?

London Sport will send a message to everyone who registers 4 weeks after they first sign up asking if they attended one of the walks. This gets a 50%+ response rate, so we can use it to estimate the number of people who attended.

What can we do if one of the walks is cancelled (due to bad weather, ill walk leader, etc.)?

If you contact us in time (at least 6 hours before the walk) then we will send out a message to everyone who registered their interest in that walk.

Can a limit be set on numbers signing up through campaign in case walks are oversubscribed?

If you contact us to let us know that a walk is now fully subscribed then we can pause or switch off the advertising.