

COUCH TO 5K PAID FACEBOOK/INSTAGRAM CAMPAIGN

BACKGROUND

The Savanta ComRes survey shows that BAME and Lower Socio-economic Groups (LSEG) activity levels are being disproportionately affected by the Covid-19 lockdown environment. The objective is to encourage and support fairly active and newly inactive BAME and LSEG demographics to establish or re-establish exercise habits through digital means.

This project is to utilise a paid social approach, focusing down to a postcode level where the insight identifies that demographics are most prevalent, allowing for the tailoring of localised promotions, offers and content that appeal the most to this specific audience.

The intention initially is to focus on the 'Couch to 5K' (C25K) app. The data from the Savanta ComRes survey suggests that running is disproportionately up amongst the target demographics, so it provides a logical offer in the first instance. Particularly, C25K removes any barrier of cost and equipment, is already tailored for beginners, provides an easy-to-follow development programme to encourage long term activity, minimises technological reliance, provides flexibility with time commitments, and is compliant with lockdown guidance and restrictions.

The tailoring of the content and messaging of the core offers being promoted is critical to ensure it promotes the accessibility to those that are less active; through the use of relatable case studies and storytelling, it is vital that we highlight this. This provides emphasis on the need for localised support to drive the campaign, both promotional and supporting surrounding communities to engage, with further mechanisms designed to aid this. There is a need to start the campaign as soon as practicably possible as this is an urgent priority, but also to gain alignment with the BBC and Public Health England broadcast campaign which will be promoting C25K from mid-May onwards nationally.

KEY OBJECTIVE

Increase activity levels in BAME and Lower Socio-Economic Groups in London by promoting the 'Couch to 5k' app

- Xxxx visits to landing page
 - Xxxx number of couch to 5k app downloads

 - Metrics TBC
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THE TASK

Campaign development and content creation for a paid social campaign (alongside the wider 'Couch to 5k' national campaign currently being run by the BBC and Public Health England.)

A highly targeted and localised campaign – the task is to tailor messaging and produce content that resonates with the BAME and LSEG audience in London to encourage them to download the 'Couch to 5k' app and ultimately increase activity levels within this audience.

This will require the following support to develop a consistent and effective campaign:

- **Creative Development** – Overall development of specific approach to the content within campaign to resonate with BAME & LSEG target audience in London
- **Copywriting** – Messaging for Facebook ads – including testing and refinement
- **Copywriting** – Written content for campaign including case studies, social content and landing pages
- **Art Direction** – Art direction to communicate the campaign visually to ensure consistency and tie all campaign content together across all touch points
- **Production** – Casting, photography, filming and editing of video content
- **Production** – Design and production of all visual assets
- **Partner Toolkit** – a toolkit is required to help our partners, organisations and community projects to activate the campaign locally and engage various partners in areas we are targeting to amplify the reach of the campaign – toolkit deliverables TBC.
- **Testing** – Testing and refinement of messaging and content with target audience prior to going live

AUDIENCE

BAME & Lower Socio-Economic Groups (LSEG)

*Key ethnicities: *Indian, Pakistani, Bangladeshi, Other Asian, African, Caribbean*

*Key subgroups: *NS-SEC 6, 7 and 8 (Semi-routine occupations, routine occupations, never worked and long term unemployed).*

Mapping audience prevalence to postcode sectors:

<https://public.tableau.com/profile/londonsport.insight#!/vizhome/SEMmappingRequestC25K/Dashboard1?publish=yes>

***Detailed insight for both audiences can be found towards the end of the document**

PROPOSITION

COUCH TO 5K

FOLLOW THIS EASY, FREE, FUN PLAN. FOR BEGINNERS OR ANYONE WHO WANTS TO GET BACK INTO EXERCISE.

Start with a walk and build up your confidence week by week – until you’re going further than you have in ages!

THINK – FEEL – DO

<u>Think</u>	<u>Feel</u>	<u>Do</u>
<ul style="list-style-type: none"> ▪ This is something I can do ▪ This is an opportunity for some ‘Me time’ ▪ There are lots of other people like me doing this ▪ This is for beginners – like me 	<p style="text-align: center;">Supported Motivated Inspired Confident We’re in this together</p>	<ul style="list-style-type: none"> ▪ Visit landing page and download the couch to 5k app today ▪ Get Started and connect with others doing the couch to 5k challenge

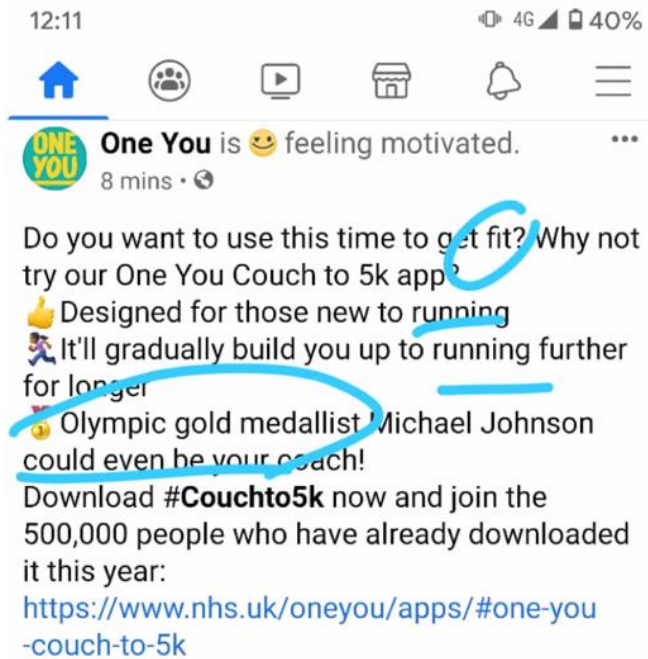
INSIGHT/MESSAGING STEER

There is an existing national broadcast campaign being led by Public Health England and BBC. They have compiled resources for partners to use in local campaigns.

- [Couch to 5K national campaign resources \(Partner guide and social media posts\)](#)

Whilst these are a good starting point, we want to develop more targeted messaging for our audience. In particular we **don’t** want to focus on the “running” aspect or the end goal of 5k. We need to appeal to less active people who are potentially just getting started.

*In particular, we **don’t** want to focus on the “running” aspect or the end goal of 5k. For example, this is the existing messaging from the national campaign by Public Health England on a Facebook post (see below) – While this may be effective for a national audience, there will be a need for us to develop more targeted messaging. For the audience we are targeting, this type of language could be off-putting. There is a lot of reference to running, getting fit and the Olympics - we need to appeal to inactive people who are potentially just getting started so this type of language may not be effective.*



There are 4 types of message which we believe may perform well (based on our previous campaigns). We are running a small test of these messages to promote C25K in 2 areas of London at the moment and will share the findings from this to inform full campaign development.

- **Build confidence** in their ability. Using case studies showing that people can do it. “I use to struggle to run for a bus but I did it”.
- **Me time.** For my Mental Health. Time for me away from the pressures of family life.
- **Socialising** – There are thousands of people like you starting Couch to 5k now. “Join the UKs biggest running club”. (NOTE: sensitivity around this message re current guidance around social distancing. But virtual ways to socialise with others doing the programme should be encouraged.)
- **The current situation** – showing understanding of the current situation and the barriers people might face during the pandemic. Life is stressful and uncertain at the moment. Some have more time to do something for themselves, but some have less with kids at home, working, etc. Perception of safety of exercising outside (of particular concern due to an increased prevalence of Covid-19 deaths in BAME communities).

Resources from our small test campaign:

- [The messaging that is currently being tested for the Facebook ads can be found here](#)
- Landing page for Couch to 5K on Get Active website - <https://getactive.io/couch-to-5k/>

- Initial research into existing users motivations - <https://londonsportltd.sharepoint.com/:f:/g/commercialteam/EhITBiqfRGZNhyzCsQP0BuggBmAKOLHXfhLFHsa6hZqTKVw?e=B6gz5p>
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AUDIENCE INSIGHT

BAME Groups

<https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/2020-02/Sportforallreport.pdf?td0pMbTNOs7caOjvMZ0HCRPwsl3jGnFA>

Cultural perspective on physical activity:

- Having the opportunity to enjoy exercise, sport and recreation is vital to the health and personal development of all individuals, regardless of gender, physical ability, cultural background, age or socio-economic status. However, for many BME older individuals, lifestyle choices are often restricted by a poor understanding of what they should be doing as well as the lack of confidence to get involved.
- Previous research has shown that motivation to exercise is substantially increased when exercise is recommended by health professionals, particularly doctors. Barriers such as language, sedentary behaviour, fear of injury and change of routine should be considered for future implementation of exercise activity.
- Often a native-speaking instructor or a buddy can help provide structure and continuity as a good way to help those older individuals who do not like being active. A bit of reassurance and making the experience fun can be a great way of reaching out to the most isolated groups.
- Religious and cultural issues often influence whether people are comfortable in taking part in sport and exercise activity. Some women are not comfortable with carrying out activity with men present
- Incorporate exercise as part of daily activities and make small changes to routines.
- Start with less demanding activities and build up as you go.
- Link religious teachings to promote health benefits in light of body and mind.
- Respect issues of modesty, to allow the head to be covered and participants to wear outfits they feel comfortable with.
- Be aware that fasting is practised by most religions in different ways (this may result in dehydration and low sugar levels).
- Account for different perceptions of exercise, e.g. Chinese groups may consider gentler activities as more appropriate for their age groups.

- Use music from the culture of the older adult participants to forge connections with the activity and create a more pleasurable experience.
- People of Asian origin felt that learning about healthy lifestyles was very important, but that mental wellbeing was of even greater importance, particularly among older Asian men and women who were perceived to be isolated and to have limited social interaction outside family life and religious gatherings. In particular, it was felt that giving this opportunity to participate in new activities would allow them to build a new network of friends and acquaintances and would contribute significantly to their overall wellbeing and that of the wider community.

Lower socio-economic groups insight and messaging:

- <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/spotlight-on-lower-seg.pdf?6zM0T0F6PkJgvFLlu3reBHI1mldNumYz>
- <https://sportengland-production-files.s3.eu-west-2.amazonaws.com/s3fs-public/tackling-inactivity-and-economic-disadvantage-prospectus.pdf?MmZJqYfOTHm2xhOKrraArRB.wVfRmZrt>

It is not limited to those facing greater economic disadvantage. It also includes people and families who sometimes, or often, struggle to make ends meet. It could feature people employed in 'semi-routine' jobs, like shop assistants, hairdressers and bus drivers; or people in 'routine' jobs, like waiters, cleaners and building labourers

Whatever the reason for people dropping out of sport and activity, we can see that people in lower socio-economic groups in particular need help to successfully negotiate changes in their lives so they can stay active in a way that's right for them.

Consider the language that you use – often we saw that the word 'sport' can put people off.

It's important that sport and physical activity sessions are accessible and welcoming to all. Consider hosting sessions away from potentially intimidating settings (e.g. the gym) and providing readily-available information that explains what happens at a session (for example, with a video shared online) so budding participants know more about what to expect.

This is about getting inactive people over the threshold of doing at least the first 30 minutes of physical activity each week. It's not about making them sporty people, and we're not necessarily expecting projects to get participants close to the 150 minute goal.

Small and simple changes like going for a brisk walk, or jog can make a massive difference. Informal, easy entry activities can really work for inactive people, particularly where friends and communities come together to be active collectively (even if this is virtually). We know the greatest health benefits come from getting people over the 30-minute threshold. Of course, the more someone increases the amount of time they are physically active each week, the greater the health benefits are, but they do begin to plateau.

Don't underestimate the impact a relatively easy thing like taking a brisk, continuous walk for just 10 minutes each day can have – it can have significant health benefits.

We know that some inactive people see being active as a challenge too big to tackle, requiring a complete lifestyle overhaul. There's a need to break the challenge down into small steps which are more achievable and have instant benefits, rather than focusing on the longer-term health benefits for example and recognising and rewarding progress through these small steps.

They see themselves as very different to those they regard as active people. Taking small steps and longer-term change requires changes in mind-set as well as behaviour. But it's important to note that an individual's attitude can change as their behaviour changes. They begin to adapt their view of themselves to fit with their new behaviour. Positive messages, like the chance to socialise with friends of family, have more appeal than negatively-framed messages like weight loss or reducing health risks.

SUPPORTING DOCUMENTS/RESOURCES

BBC promotional video - <https://www.bbc.co.uk/sport/get-inspired/26777663>

Link here to screenshots of existing users motivations for taking part:

<https://londonportltd.sharepoint.com/:f:/g/commercialteam/EhITBiqfRGZNhyzCsQP0BugBmAKOLHXfhLFHsa6hZqTKVw?e=B6gz5p>

The accounts and URLs for Couch TO 5K BBC campaign are as follows;

Trail – <https://www.bbc.co.uk/sport/av/get-inspired/47940839>

Info page – <https://www.bbc.co.uk/sport/get-inspired/43501261> (text edits to both to be done by Monday)

Accounts (Twitter/Insta) - FB

@BBCSport [facebook.com/BBCSport](https://www.facebook.com/BBCSport)

@BBC [facebook.com/bbc/](https://www.facebook.com/bbc/)

@BBCR1

@BBCBreakfast [facebook.com/bbcbreakfast/](https://www.facebook.com/bbcbreakfast/)

@bbcbitesize

The content timeline is here as a google sheet –

https://docs.google.com/spreadsheets/d/1Pozont0-yBRbKuj_0wSaHKvg1PX75Hs518zl1k870OM/edit?usp=sharing

Examples of ads that have been used to promote Couch to 5k in the past via previous public health campaigns:



Download the Couch to 5K app and get started on your journey to better health today!

Grab your trainers and follow the step-by-step instructions with Couch to 5K and #BBCGetInspired.

Just because you don't run doesn't mean you can't!

Download free now:
<https://rfs.uk/oneyou/apps/#one-you-couch-to-5k>
See less

— feeling motivated.



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One You - Apps
Start the fight back to a healthier you! Download the free apps from One...



ONE YOU

