



Weight management activation guide

For adult tier two
behavioural weight
management programmes
run by local authorities

**Better
Health**

**Let's
do this**

INTRODUCTION

Purpose

Read this activation guide to understand how to use the Better Health brand to promote adult tier two behavioural weight management services commissioned by local authorities.

Audience

Local authority commissioners / local authority marketing and communications departments.

CONTENTS

Campaign overview

The story so far for Better Health and the role partners play in reaching out to new audiences.

Brand assets and usage

The practicalities of the brand, how to use it and how to download the assets.

Motivational messaging

Ideas about how to use Better Health's positive tone of voice to write engaging messages.

Customer journey mapping

Ideas for mapping all the ways that you interact with your customer.

Call to action

The phrase that brings all your marketing together and tells your customer what to do about it.

Attachment #1: Digital learnings

Insights into using Better Health on social and digital channels.

Attachment #2: Brand examples

Two examples from Medway Council showing how to put it all into practice.

CAMPAIGN OVERVIEW

A new approach

After successfully kickstarting the nation's health at its launch in 2020, Better Health has returned in 2021 with positive and motivating messages to support everyone to take action to improve their health.

For almost everyone, life in 2020 was fundamentally different. It prompted people to reflect on what really matters to them, with many of our audience refocusing on family, friends, and health. Recent research revealed that 80% of adults plan to make at least one change to their health and wellbeing in 2021. But it also showed that 41% of people report to have put on weight since the first lockdown in March 2020.¹

Weight loss

A new Better Health weight loss campaign launched in July 2021, offering free support and guidance to those working towards a healthier weight. It gives people lots of ideas to get started, as well as encouraging them to download and use the newly updated NHS Weight Loss Plan app.

The app was developed as an interactive and easy-to-use version of the NHS 12-Week Weight Loss Plan from NHS England. The plan is designed to support people living with excess weight and obesity. It gives them a daily calorie allowance, encourages physical activity, and provides suggestions for healthier food choices.

The app can also be used as a universal offer alongside more traditional services.

Local authorities

As well as encouraging people to download and use the new app, it's equally important to use Better Health to signpost people to local services. That's why local authorities are now invited to use the Better Health brand to promote tier two weight management services in their area.

This guide - which has been co-created with local authority partners - gives some ideas about using and adapting the brand locally, as well as some pointers about building a successful local marketing campaign.

Providers

Commissioned providers may also use the Better Health brand, but can only do so under the explicit direction of their commissioning local authority. Providers can only use the brand to promote adult tier two behavioural weight management services commissioned by local authorities and must get brand approval from their commissioning local authority and the Department of Health and Social Care.

For more information about using the brand or to ask any questions about the campaign, email the DHSC Partnerships Team.

partnerships@phe.gov.uk

¹ Opinium conducted an online survey with a nationally representative sample of 5,000 English adults aged 18+ from 2-8 July 2021.

BRAND ASSETS

The design system

When stripped back to its core elements, the Better Health brand comprises a simple set of assets: the messaging, the tone of voice, a colour palette, special typefaces, bold imagery and the campaign or endorser logos. The Brand Book brings each of these elements together and explains how to use them properly. It also explains when and how to get your designs approved. Your designer will need to refer to the Brand Book whenever they do any work involving the Better Health brand.

Help for partners

The Partner Guidelines go a step further and explain how to localise the Better Health brand and make it work in conjunction with other visual identities, those of councils or service providers, for example.

Localise the design

Your graphic designer will use these two documents to work out precisely how to put your localised campaign artwork together.

If you don't have access to a graphic designer, you shouldn't modify the brand yourself using desktop software. It's important to stay as close to the brand as possible to get the "surround-sound" benefit from national advertising. Instead, use the "empty belly" posters - which have already been professionally designed - and add your own messaging or call to action.

For some ideas about how you could use the brand in your area, take a look at **Attachment #2: Brand examples**. These two poster variants have been produced by Medway Council and show how to use the Better Health brand with local messaging and local calls to action.

LIST OF ASSETS

Brand book

The master guide to using the Better Health brand, including information about the tone of voice, colour palette, typefaces and imagery.

Partner guidelines

An additional set of brand guidelines for partners who want to use the brand, including details on co-branding with other visual identities.

Adult obesity partner toolkit

A toolkit of ideas specifically for partners who want to support the wider adult obesity strand of the Better Health campaign.

Logos: Better Health and NHS

There are five variants of the Better Health logo, plus the NHS logo. The Brand Book explains how to use the logos and how to choose the right one.

Images

There are several dynamic images that you can use with this campaign. The Brand Book explains how to make best use of the images.

Typefaces

There are three Better Health typefaces, all of which need to be purchased separately. For more information about how to purchase the correct typefaces, see the Brand Book.

Pre-designed artwork

There are several pre-designed assets that you can use, including empty-belly posters with blank spaces where you can add local messages.

Download

To download these assets and more, visit the dedicated Better Health adult obesity campaign page on the [Campaign Resource Centre](#).

MESSAGING

Motivating change

Better Health is built on a striking visual identity that's designed to cut through a busy advertising landscape. But even so, it's essential to get the written elements right. In Better Health, messaging is deeply rooted in audience insights and is carefully designed to motivate difficult behaviour change.

As with the rest of the creative process, the customer is the starting point for writing compelling, motivational messaging. The best campaigns begin with an understanding of the customers' needs, experiences, emotional responses, and behaviour change barriers - and then create content that address and overcome those barriers directly.

Tone of voice

The best way to approach this in your own marketing is to copy the Better Health messaging as often as possible, adjusting it where necessary to make it relevant for your local context. If you want to write new messages for your marketing materials, read the Tone of Voice section in the brand guidelines and try to follow that as closely as possible.

INSPIRATION

On the next page are some sample messages from our summer obesity campaign to get you started. To use this in your campaign, swap the call to action (highlighted in blue) for one that fits with your local arrangements.

And for more insights into how to write engaging Better Health adult obesity messages, take a look at **Attachment #1: Digital learnings from Better Health.**

MESSAGING

Headline	Copy
Want to lose weight?	Many of us are carrying some extra lockdown pounds and those extra pounds can put strain on our bodies. For help and support to make simple changes and feel healthier visit nhs.uk/better-health/lose-weight/ . Let's do this!
Simple swaps, tasty changes	Lockdown has left lots of us carrying some extra pounds but making small changes to what you eat and drink can make all the difference. Download Easy Meals from your app store for tasty tips and simple swaps to help you get started. Let's do this!
Getting started is easier than you think	Healthy changes start with little changes here and there. For tips and tools to lose weight visit nhs.uk/better-health/lose-weight/ .
The first step is a few steps	Eating well, moving more and getting your weight on track has many health benefits. Download the free NHS weight loss app for an easy to follow plan. We're with you every step of the way.
Start your journey to Better Health	Lots of us are looking to make positive changes after lockdown. If you want to lose weight and eat better, we've got free tools, tips and support to help you get started visit nhs. uk/betterhealth/lose-weight . Let's do this!

CUSTOMER JOURNEY

The process

The customer journey is a list of all the steps a customer has to take from first becoming aware of a service to completing a positive action, signing up for a programme, making a purchase or even just making contact with you.

The customer perspective

In a complex landscape such as health, it is important to create a map to understand the ways in which customers arrive at your door and understand the experience from their point of view. It will allow you to make the customers' journey as easy and straightforward as possible, reducing the risk of annoying or putting off customers. In simple terms, the more steps the customer has to take and the more difficult those steps, the fewer customers will make it to the end.

It doesn't particularly matter how you format your journey map, but it's important to complete each of the stages and get it written down. It will become the master document when it comes to understanding the experience of your customers.

The steps

To get started with your customer journey map, here are four common steps to consider.

1 Entry points

There are several ways a customer could enter the journey. They could be referred by their GP or healthcare professional, self-refer (where available) after seeing local marketing, search organically for help with weight loss and find your service, or be referred by a third party, a pharmacist or council colleague, for example. Consider whether each entry point presents the same or different customer experiences and whether it creates barriers for different audiences. Consider also whether customers will have to go through a triage process in order to access the service, and whether they will complete that process themselves or be guided by someone else. Also think about the journey for people who don't qualify for your free service. Perhaps you might refer them to the free NHS Weight Loss app or point them in the direction of free or low-cost help on the Better Health website.

2 Touch points

Consider all the points on the journey where the customer interacts with you or your service. The list could include your website, social media, advertising, emails, telephone calls, among many more. Think about whether the customer gets what they want from each touch point and whether they are able to take a positive action based on each interaction. If you can only identify a few touchpoints, it might mean that the customer doesn't have enough opportunity to reach you. Conversely, too many touch points might confuse the customer or over-complicate the experience.

CUSTOMER JOURNEY

3 Pain points

At each stage of the journey (and especially at touch points), there are likely to be factors that create friction for the customer. It could be that the customer has to give their details several times, or triage themselves repeatedly. Perhaps they can't find the information they need to make a decision, or perhaps they are demotivated by having to click through too many web pages. Try to understand pain points from the customers' point of view, either introducing plans to mitigate them or removing them altogether.

4 Action points

Also tied closely to touch points are the actions that you want customers to take. Consider each touch point in turn and think about an associated action. It might be that you want customers to see an advertisement and visit your website; or that you want them to complete a self-referral form; or that you want them to speak to their GP or pharmacist. This action stage in marketing terms - known as the call to action - is explored in more detail below.

CALL TO ACTION

Start the journey

The call to action (CTA) is perhaps the most important point for any marketing campaign. It tells your customers what they need to do once they've seen your advertising or communications and decided they want to take action. In simple terms, if we're trying to motivate people to go on a behaviour change journey, the CTA is their first step.

Words for doing

A good CTA is single-minded, nearly always written as an imperative verb - buy, order, shop, download, search, register - and aims to create an emotional or enthusiastic response in the customer. The CTA lets the customer know that they are taking an immediate positive action.

One of the main considerations for creating your CTA is whether it makes sense in the context that customers see it; we've all experienced the frustration when organisations get it wrong. Consider the advertisement on the side of a bus with a long website address that you couldn't possibly remember or write down in time. Or the poster imploring you to call a number when you don't have your phone or can't use it.

Customer prompt

As a starting point, revisit your customer journey map and look at each action point in turn. Consider what you want your customer to do at each stage and use that as the prompt to write a CTA.

To take your CTA a step further, add some more words to explain what the customer can expect when they make contact with you. Keep it brief, and emphasise the free angle as often as you can.

INSPIRATION

On the next page are some common CTAs that you can use for inspiration.

And for more insights into how to write engaging Better Health calls to action, take a look at **Attachment #1: Digital learnings from Better Health**.

MESSAGING

CTA	Example	Notes
Search...	Search [search term]	One of the most simple CTAs that works across almost all advertising platforms. It relies on the search term being short and memorable - and of course, it must return your website at the top of the search results.
Visit...	Visit [website] to get started	To get people to your website, “visit” can be a strong CTA, especially when coupled with further active messaging. Just take care to make sure the URL isn’t long or complicated.
Sign-up...	Sign up for your free [service] today	Create enthusiasm by emphasising the free offer and create urgency by imploring the customer to act today.
Call...	Call [number] and speak to one of our trainers	If you have a call centre, it might be the quickest way to triage customers into a service. Here the CTA also lets customers know who will be on the other end of the phone.
Ask...	Ask your [professional]	Depending on the context, you might want to send customers to a third party, GPs, pharmacists or others. This CTA also has to be used with care: it will only work with customers who have access to the third party and you must have the third party’s agreement first.



Thank you for your support

If you have any questions
about this guide or about
using the Better Health
brand, email the DHSC
Partnerships Team

partnerships@phe.gov.uk

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