

# Change 4 Life Nutrition Campaign 2018



Newsletter 2  
January 2018

## ***The Leeds Food Detective – Can he visit you and what is his letter clue?***



The Leeds Food Detective has started his mission to travel across Leeds encouraging families to explore the amount of salt, fat and sugar that is hidden in their favourite foods. You can download the Leeds Food Detective logo from the Change4Life Nutrition campaign page [Change 4 Life: Nutrition Campaign 2018](#) or borrow him from the PHRC to help you promote the campaign. We would like to see the most creative ways the Leeds Food Detective has been used and as an extra special incentive we will be offering **gift vouchers** for the most inspirational ideas - £100 for 1<sup>st</sup> prize and £60 for 2<sup>nd</sup> prize. Share your pictures to show what the Leeds Food Detective has been up to with Emma or Deb, or share on social media using the #LeedsFoodDetective. If you wish to enter the competition please send a summary of up to 250 words about what you have done and up to two pictures to [sarahslater@leeds.gov.uk](mailto:sarahslater@leeds.gov.uk) by 31<sup>st</sup> March 2018.

This year, the Leeds Food Detective will also be providing clues during the campaign, travelling around Leeds where at certain places the Leeds Food Detective will be pictured with a letter of the alphabet. First up, the Leeds Food Detective has been checking out the resources available at the Public Health Resource Centre to help him deliver the campaigns messages, he has been playing the calorie game. What is the letter he is looking at?



Over the course of the campaign he will occasionally be pictured with a letter and by the end of the campaign you will need to unscramble all the letters to spell a word. We are encouraging people to follow him and work out the word he is spelling, so keep a record of the letters you see. All entrants to send in the word you think the Leeds Food Detective has spelt to [sarahslater@leeds.gov.uk](mailto:sarahslater@leeds.gov.uk) by 31<sup>st</sup> March 2018 to be entered into the prize draw and the winning person will be drawn out for the £20 voucher prize. ***Where will he go next....?***

Don't worry if you missed any of the Leeds Food Detective letter clues, previous letter clues can be found at PHRC website, Technorth reception display board, this newsletter and through twitter.

## ***PHE Change4Life Roadshow***

The roadshow will be visiting Leeds for two days, so why not pop along and see what they are doing:

- **Friday 19th January 2018** at **Leeds Seacroft Tesco, York Rd**
- **Saturday 20th January 2018** at **Leeds Roundhay Tesco, Roundhay Road**

## **Resources have arrived**

The Change4Life healthy eating leaflets and posters have arrived so please order and collect what you need for your promotional activities from the Public Health Resource Centre (PHRC). An article about the campaign is now live on the PHRC website and Change4Life supporting documents are available to download on their website under the 'Documents' section [Change 4 Life: Nutrition Campaign 2018](#).

## **How can you support the campaign? Your ideas from the Change4Life Workshop**

- Promote the campaign through your newsletter, website or other communication channels – template articles are available on the PHRC link above to make things easier.
- Embed the Change4Life messages in your activities, events, workshops and courses you deliver and use the Food Scanner App
- Encourage your families to visit the [http://po.st/C4LS\\_Leeds](http://po.st/C4LS_Leeds) (Change4Life website) and sign up for regular messages and tips. Also encourage them to take part in the Change4Life challenges. Please remember, each year families need to sign up to the campaign again
- Offer rewards and incentives and take part in the local Change4Life competitions
- Actively promote the Leeds Food Detective by downloading his image or borrowing one from the PHRC and share what he's doing via social media using #LeedsFoodDetective
- Participate in the Leeds Food Detective clue hunt
- Link with local community radio and use social media
- Use the campaign to promote relevant services and link in with existing initiatives
- Focus on and offer healthy snacks and link with other healthy eating messages

## **Schools Competition**

All schools that receive the fruit and veg scheme will be receiving their Change4Life new teaching resources over the next month. To encourage and support schools to use these resources we have produced a Guide (downloadable on PHRC website) for them and we are also running a competition for schools to demonstrate how they have supported the Change4Life campaign and used these resources with their pupils and parents.

### **Prizes:**

- **1<sup>st</sup> Prize - £140 voucher, a tour of Kirkgate Market and visit to the Ministry of Food kitchen (for up to 10 school children accompanied with a member of staff)**
- **2<sup>nd</sup> Prize - £80 voucher**

All entrants must provide a description of up to 250 words about what they did to support the campaign as highlighted above and can provide up to two pictures. All entries to be submitted by email to [sarahslater@leeds.gov.uk](mailto:sarahslater@leeds.gov.uk) by 31<sup>st</sup> March 2018.

**Most importantly please let us know what you are doing to support the campaign?**

*For any questions, more information or to share what you are doing please contact:*

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**When choosing snacks for the kids,  
look for **100** calorie snacks  
two a day max**



Search Change4Life for loads more tips on healthier snacking

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4 Life