

Brenda – Older working women

Communications Plan

Brenda

Age 46-55

Single/Married

May have children

Low skilled
worker

About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays Brenda looks after her grandchildren while her daughter works; often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with them in tow and the adventure play area being pricey, that doesn't happen often.

- 14% of Brendas do sport for 30 minutes 3 times a week
- 37% of Brendas say they would like to sport more often
- 73% of Brendas are white, 12% are black and 12% are Asian

Sports Brenda likes the most are:

Swimming, aerobics, body combat, step machine, dance exercise and keep fit.

Those who do sport do it to:

1. Keep fit
2. Just enjoy it

Those who want to do more sport say they would do more if

1. They were less busy
2. Cheaper admission (distant 2nd)

Those who don't do sport say it's because

1. Difficult to find time
2. Not really interested

She says she would walk more if

- She had more free time

How she makes decisions

She is a perfectionist, which means that she wants information to be able to make purchasing decisions. She's also very adamant, so she thinks she already knows best and is less open to new ideas. If she does listen to others before making decisions it will be her family and close friends.

What works

We have conducted further qualitative research into what messages work for promoting activity to Brenda. Below are the messages that our research showed us are most effective.

Messages that work

1. Come and join us.

'Living the same routine year after year can sometimes make you feel like you are stuck in a rut. Joining a group activity with other ladies like you could give you a breath of fresh air, make you laugh and give you a good time. Activity is a great way to make new friends and feel better'.

2. Relax with some me time.

'Hard workers like you should be rewarded. After a long day at work what better than to take some much deserved time out and participate in some restful activity. It'll soothe your mind and relax your body'.

Barriers you need to address in secondary messages (in main text - not headline)

1. Preconception barriers about looking stupid, trying new things.

2. Uncomfortable about meeting new people – doesn't know what they'll be like.

"I can imagine turning up & seeing them all in leotards – all really fit – they'd just laugh at me!"

"Will I be able to have a laugh with people like me i.e. not skinny athletes?"

3. Time – a solid regimented diary means activity must be pencilled in advance.

4. Financial barriers – money is very tight and making ends meet is a persistent worry.

For more detail on what messages work see the full research report at

<http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>

She relates most strongly to marketing that is

- Hardworking
- Traditional
- Word of mouth
- Trustworthy
- Mass market
- Reliable
- Value for money
- Mass culture
- Jargon Free
- Everyday

Communications channels

In order to get a response from Brenda use:

1. direct mail
2. magazine

Don't use:

1. internet
2. email

Brenda gets her information via:

1. local papers
2. national papers
3. face-to-face

She makes her purchases face-to-face

She is unlikely to respond to a newspaper advert

She is unlikely to have internet access

Brands she likes



Black and Minority Ethnic Groups

Motivators

- Venues providing crèche facilities
- For BME women rooms with limited windows and viewing areas
- Use female only venues and entrances
- Enclosed and private showers and changing rooms available
- Local facilities
- Convenient times to fit in with BME women and schooling (e.g. after dropping off or before picking up children from school)
- Timetabling of activities should take into consideration the needs of local communities to make allowances for festivals and religious days as well as religious study
- Female only instructors for female groups of participants

Barriers

	Black Caribbean	Black African	Black Other	Indian	Pakistani	Bangladeshi	Chinese	Other
Work/ study demands	27%	36%	41%	35%	29%	18%	33%	32%
lack of/ unsuitable facilities	26%	23%	44%	25%	25%	53%	15%	31%
home & family responsibilities	41%	40%	45%	49%	44%	42%	12%	43%
I'm too lazy/ embarrassed	19%	9%	12%	12%	6%	10%	16%	7%
lack of money	18%	20%	23%	13%	14%	18%	15%	20%
friend/ family don't take part	10%	5%	4%	6%	4%	2%	24%	4%

Black Caribbean – sports they're doing

1. Walking
2. Keep fit/ yoga
3. Weight training
4. Swimming
5. Cycling

Black Caribbean – sports they'd like to do

1. Keep fit/ Yoga
2. Swimming
3. Martial arts
4. Badminton
5. Netball

Black African- sports they're doing

1. Walking
2. Keep Fit/ Yoga
3. Running/ Jogging
4. Swimming
5. Football

Black African – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Netball
4. Tennis
5. Cycling

Black Other- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Weight training

Indian- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Running/ Jogging

Pakistani- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Badminton
5. Tennis

Bangladeshi- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Football
5. Badminton

Chinese- sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Tennis
5. Badminton

Other - sports they're doing

1. Walking
2. Keep fit/ Yoga
3. Swimming
4. Cycling
5. Tenpin Bowling

Black Other – sports they'd like to do

1. Keep fit/ Yoga
2. Netball
3. Swimming
4. Martial Arts
5. Horse Riding

Indian – sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Martial Arts

Pakistani- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Netball

Bangladeshi- sports they'd like to do

1. Swimming
2. Martial Arts
3. Badminton
4. Tennis
5. Ice Skating

Chinese- sports they'd like to do

1. Swimming
2. Badminton
3. Tennis
4. Cycling
5. Running/ Jogging

Other- sports they'd like to do

1. Swimming
2. Keep fit/ Yoga
3. Badminton
4. Tennis
5. Horse Riding

Communications Channels

- Leaflets in different languages (depending on local ethnic groups)
- Advertise via religious buildings, posters, radio and word of mouth
- Use images of Black and Minority Ethnic groups in promotional literature
- In rural locations use local newsletters, notice boards and information points
- For young people use Internet, email and text messaging. Media that works is loud, funny, rude, exciting and multi-layered – with lots going on at one time
- Use word of mouth, local women's groups, faith groups, women's magazines, radio, libraries, schools and websites
- Communicate through MENTER (Minority Ethnic Network) www.menter.org.uk

Rural Communities

Motivators

- Mobile services that travel around the area can be of great benefit (e.g. North Norfolk Mobile Gym project).
- Existing village hall and school facilities can make great sports facilities.
- Combining smaller events can help increase the numbers of people willing to take part.
- 'Nature' is an ideal environment for activity: local green space, rural footpaths, farmland etc. It can also help the landowners.
- Ensure training is accessible to your workforce who live in rural areas. Consider time of day and location.

Barriers

- Be aware that many rural areas do not have a regular daily bus service linking them to larger urban areas (e.g. 84% of rural Norfolk parishes have no access to a daily bus service).
- Problems relating to disability and age can be magnified when living in a rural location

Communication Channels

- Local newsletters, notice boards and information points are widely used in rural locations and should be taken advantage of.
- Don't rely on internet or email as less than 5% of rural households have access to a broadband internet service, compared to 2 in 3 typically.
- Include images of traditional and innovative rural activities.
- Avoid the overuse of images that can only take place in urban areas.
- Consider all the other equality groups (like those detailed here) who could be living in rural areas.
- Avoid rural stereotypes (e.g. that rural people are more affluent)
- Try to involve local volunteers

Disabled People

Motivators

- Affordable price
- Good accessibility
- Inclusive community-based leisure services
- It is fun
- Can hang out with friends
- Opportunity to stretch themselves to their limits
- Social inclusion
- Increase of self-esteem
- Helpful, trained staff

Barriers

- Availability of suitable facilities: toilets, changing facilities, seating arrangements, loop systems, parking space, uneven surfaces, tactile markings, poor signage
- Cost
- Have to travel outside their area to find accessible facilities
- Not enough community-based services and support
- Believe that they wouldn't be able to do as well as the others
- Fear that the other kids will be nasty or not understand them
- Children with visual disabilities struggle with signs being too small
- Children with physical impairments cite barriers to building relationships due to hostility, ignorance and a lack of access
- Believe that school sports clubs are for 'good performers' only
- Lack of information on what activities are available and where they can be undertaken
- Overprotection issues such as parents not allowing their disabled child to participate
- Negative public attitudes

Sports they like

1. Swimming
2. Football
3. Basketball
4. Athletics
5. Hockey
6. Rugby
7. Netball
8. Gymnastics
9. Cricket
10. Angling
11. Yoga
12. Fitness
13. Dance
14. Trampolining
15. Self Defence
16. Cue Sports
17. Gym
18. Archery

Specifically for people with sight problems

- Leaflets:
 - Type Size: 14 point print or above
 - Easily recognisable font: sans serif (Verdana, Geneva, Arial, Helvetica, sans serif) and serif (Georgia, Times New Roman, Times, serif) typefaces
 - Type weight: normal, semi-bold, bold
 - Type style: underlining, italic and capital letters should be avoided
 - Leading: anything less than single line spacing would be inadequate
 - Numbers: ensure they are distinct by using a correct font
 - Alignment: left aligning text
 - Design & layout: simple and uncluttered. The different elements of page layout clearly separated from each other
 - Columns: make sure the margin between the columns clearly separates them. At least 1 point thickness. Avoid putting pictures within the text of a column. No text is laid over the top of an image or texture
 - Hyphens at the end of a line disrupts reading flow, so should be kept to minimum
 - Good contrast
 - Images: all images should either support the main body of the text, or should be accompanied by a text caption explaining their significance, but never on their own

- Photographs: the important part of the image should be obvious
 - Text should be set horizontally
 - Paper type: avoid using glossy paper, gloss lamination or gloss encapsulation. Choose matt, silk or uncoated paper that weights 90gsm.
 - Handwriting: use a medium thick pen, felt tipped. Use white paper and a pen with dark ink
- Posters:
 - Alignment: left aligning text
 - Easily recognisable font
 - Not using underlining, italic and capital letters
 - Good contrast between background and text
 - Not placing text over images
 - Make sure the colour of the poster contrasts well with the colour of the wall it is placed on
 - Use strong, clear images that convey a clear message
 - Minimum font size 26 points
 - The core information is between 1400 and 1700mm from the ground

The following details must go in every poster to meet IFI standards:

- Website address
 - Email address
 - Phone - Type Talk details
- Audio Information- CD's
 - Tactile Information:
 - Braille
 - Moon
 - Accessible images: combination of raised lines, shapes and textures

To read electronic information people with sight problems use Screen reading software or Screen magnification software

- Email:
 - Plain text format emails are used
 - *Bold* or underline symbols are used to surround text you want to give emphasis to rather than italic, capital letters or underlining
 - Use effective and meaningful subject line
 - Use effective and meaningful file names, so they can be read by a screen reader
 - If voting buttons are used this is mentioned within the email
- Signage:
 - Signs are well lit
 - Surface of the sign is non- reflective
 - Sign colour contrasts with the colour of the wall it is on
 - Signboard has no sharp edges
 - Content is short and concise
 - Character are embossed and have a depth of between 1mm and 1.5mm
 - Engraved characters not used
 - Characters are between 15 and 20mm high
 - Text is not set in capital letters
 - Braille is used wherever is possible
 - Text is aligned to the left
 - Arrows are positioned to the same side they are pointing

- Signs are positioned between 1400 and 1700mm high
- Spacing between characters is between 20 and 30% more than when using the standard typeface

Spacing between words is increased from the standard typeface by about 25%

Pre-written promotional messages

General:

Walking:

A walk can boost your energy levels - which is great news if you're seeing the grandkids this weekend
You're an expert in staying fit and well, you're a walker

Walking with grandkids:

Fresh air and frolics can be a walk in the park
Help your grandkids get the walking habit
Enjoy a fun, free trip out with the grandchildren
Finding down to earth ways of having fun with the grandkids is easy. Start with a walk
It's fun, free and there's always something new to see
Grans and Grandkids and great times
Going on walks with your grand children can boost your energy levels
Laughing with your grand children will help lift your mood

Activity specific:

Classes:

Neither the time nor money for a luxury spa? Neither have we! *But we do have great value keep fit classes that make you feel great*
No pressure, no jargon, just great value, enjoyable activities at times to suit you
Energy booster; great news if you're seeing the grandkids this weekend
We've got classes at times to suit you
Our aerobics classes have been running for xx years. Try a session for free to find out what everyone else knows
Would you like to know why women trust us to help them keep fit?
Let us take care of the grandkids whilst you take care of you
Have we told you about value for money fitness classes and childcare for kids/grandkids?
The club for families; and friendships old and new
Try out a new class for free!
- We've got friendly classes from dance to aerobics, and you can try a session on us

Dance exercise:

Great ways to feel reenergised at XX dance sessions....
Boring workouts are a thing of the past with exercise to music.....
Friends and family welcome to join in the fun

Classes

We'd all love a bit of sparkle back in our lives
We've got fun, laughter and a little bit of exercise too (and you're invited)
Come and join us for fun and feel like a new woman again
Getting active is a great way to feel bright and make new friends
We are a fun and friendly activity group for ladies only
It's not the taking part that matters it's the having fun
We're with you every step of the way
Sunny uplifting classes for rubbish rainy days

Yoga

Spending time on yourself doesn't mean spending a lot of money

Spending some 'me time' with us

Work can be hell. Yoga is heavenly

You deserve some time just to be yourself

GPs know that the easiest way to lift your mood is exercise

- *Exercising releases chemicals in the brain that help reduce anxiety, stress and depression*

Swimming:

Great Grans welcome here

Let us help make your time with the grandkids even more fun

Make a splash with the grandkids!

3 great reasons why swimming is good for you:

it's one of the best ways to keep fit; it's kind to your joints; it's refreshing and helps boost your energy

The everyday exercise that's relaxing too

A warm welcome awaits at wonderful women-only swim fit sessions

Black and minority ethnic groups (focus on Black and Asian)

Key message: promotes the activity/venue/welcome

Other messages: quickly addresses barriers; and highlights specific benefits/offer e.g. 'free' 'girls only' 'inclusive' 'great value' 'no dress codes'

Along with the right images, the atmosphere at the club or venue matters (as much as the activities offered) so highlight your differences: 'friendly' 'welcoming' 'music' 'cool' 'respect' 'open to ideas' 'relaxed' 'support'

Example:

- Warm welcome to wonderful women *women only classes, wear what you like*
- Lead the way *Up for it? Mentoring and coaching classes - free*

Main messages are the same as the 19 adult segments or young people messages. However the following additional ideas may be useful.

Messages

- Mums, Daughters and Grandmas family swimming at women only sessions
- We are family!
- Wear what you like
- Don't know what your sport is yet? Come and play
- Cool activities for girls who don't do sport
- Express yourself
- Your space at our place
- Your time, your sport, our support
- The friendliest club in town
- Fantastic family fitness
- We're behind you every step
- Helpful. Friendly. Open
- Girlfriends with style
- Your club, your sessions
- It's *your* beautiful game
- The fun half hour for the whole household
- Did you know kids' swimming is free? Grandparents too?
- Exercise classes for wonderful women
- Generation games!
- Women-only classes, and female coaches
- Your club, open to your ideas
- Friendly, open, respectful, fun
- Always friendly, always affordable
- Putting family first

Rural Communities

Key message: promotes the activity/venue/idea

Other messages: quickly addresses barriers and highlights your specific benefits/offer.

Key benefits for rural communities include: 'transport' 'local' 'within reach' 'outdoors' 'free' 'taster sessions' 'indoors' 'mobile'

Messages

- Your activity centre
- When it comes to activities we've got it
- Great games and activities nearer than you think
- Your local activity champions
- Get active naturally
- Your social-life centre
- Raising your heart rate – it's only natural
- Natural. Local. Yours
- Fun for free in the park this Summer and Autumn
- Enjoy the even greater outdoors
- Doorstep delights
- The best places to get active? Right here
- Enjoy natural highs!
- Getting the most out of life
- Walk the everyday adventure trail
- Top trails and tall stories
- Weather-proof your fun
- Activities in all weathers? We've got it covered
- Get up and about with us
- Walking heroes wanted
- Laugh your walking socks off

Mobile/ transport link-ups

- Bringing activities to you
- Activities at the heart of everything
- Share the journey, share the fun
- Getting on board the activity express
- The club that comes to you
- Find out about community tranSPORT
- Sessions that fit around the shops
- School-run sessions