

Norma – Later life ladies Communications Plan

About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time domestic, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit in the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner.

She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

- 9% of people like Norma do sport for 30 minutes 3 times a week.
- 64% of Normas would like to do sport more often
- 89% of Normas are white and 7% are Asian

Sports she likes the most are

Walking, keep fit, swimming and aqua aerobics

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. There was cheaper admission

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

Their health isn't good enough

She says she would walk more if

1. She had more free time
2. She had people to go with

How she makes decisions

She is very accepting in her decision making, which means that family is a strong influence and she will rely heavily on them for opinions and advice. She will also be open to new products or services as long as they are presented in a reassuring and straightforward manner.

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Source **HM Government**- Healthy Weight, Healthy lives: Consumer insight summary





What works

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

Messages that work – start with these in the headlines

1. Make Grandchildren even more fun.

'Spending time with the grandchildren is important to you. Why not show them a thing or two and take part in an activity with them. You may just impress them and you'll all have fun too'

2. Support to help you get active.

'Getting fit and doing physical activity can be daunting. As when you get older your joints and physique aren't what they used to be. Don't worry – there are plenty of activities designed for people like you and experts to advise you. With guidance, you get enjoy all the benefits of activities that are just right for you'

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

1. Health/ physical limitations (e.g. arthritis, back pain).

"I never used to get out of breath when I was working but now I get puffed walking up the stairs!"

2. Preconception barriers about all activities being too strenuous for her.

"My back can't take certain exercise – it might damage it further"

For more detail on what messages work see the full research report at <http://www.promotingactivitytoolkit.com/Research/tabid/345/Default.aspx>

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She relates most strongly to marketing that is

- Traditional
- Security
- Established
- Economical
- Unpretentious
- Practical
- Careful
- Trustworthy
- Reassuring
- Simple

Communications channels

In order to get a response from Norma use:

1. post
2. newspaper

Don't use:

1. internet
2. email

She will probably respond via post or phone (to get more information)

Norma gets her information via

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

She prefers to make her purchases via:

1. face-to-face
2. telephone

New products or services should be presented to Norma in a reassuring and straightforward manner.

Brands

She likes brands such as:



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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

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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

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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.mentor.org.uk

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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

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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

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- 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%

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Pre-written promotional messages

General:

Walking:

It feels better when you have used your own steam to get there

The natural way to getting a good night's sleep

Remember when we used to 'run errands'?

- *Walking to local shops for papers and milk is great for improving your fitness*

Experts agree – walking is one of the best ways to keep fit. And it's the easiest way to do local errands

'I like taking my grandchildren for a walk, and popping to local shops too'

Your weekend walk to the local shops is keeping you fit and well

X% of this town's over 50s walk to local shops and services

Feeling great starts with walking

Fun, free, fresh air way to fitness

We've made it easy to enjoy a new short walk a week

- *Look out the next stroll in X local paper*

Cycling:

Gentle cycling is a great way to improve the strength in your arms and legs

- *Here's information on gentle safe routes in X*

With grandkids:

Explore the world outside your door with your grandchildren

Grow your own with your grandchildren

It's a jungle out there!

Danger there be dragons hereabouts!

To your grandchildren it's all new and needs to be explored

Explore new horizons with your grandchildren

Discover new activities with your grandchildren

Life's one big adventure, take your grandchildren on one today

Get caught up in what the grandkids are up to

Activity specific:

Aqua aerobics:

Three good reasons why GPs think aqua aerobics classes are great

:It's a simple way to exercise; It's kind on backs and knee joints; It reduces the risk of injury

Want to keep fit but worried about risking an injury? You're not alone.

- *Thousands of us have found gentle exercise like aqua aerobics is perfect*

Swimming:

Over 50? Did you know swimming is a great way to keep your muscles and bones in good working order?

Because of the reduced stress on your body in the water, GPs often suggest swimming as the best all round gentle exercise

Classes:

A warm welcome awaits

We've got all the support you need to get more active and feel better

If you're keen to keep fit we're here to help you

Our great value fitness classes can cost less than a magazine

Keeping you flexible

Some of the benefits of our classes: *Improves your mobility; Reduces your risk of injury; Keeps you fit and active*

We're got X years experience in offering exercise classes for everyone

Aches and pains? Simple, gentle exercise can really help

Gardening:

Nature's goodness – gardening is the fresh air way to stay fit and well

A potter round the garden is good for you

Discover the magic of a Happy Potter!

Friendships blossom at your local gardening club

Fresh air and friendship at....

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

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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

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