

Paula – Stretched single mums

Communications Plan

About Paula

Paula, 33, lives in a council owned property with her three children. Jake and Kyle are at school now, but Ruby is still at home. Paula gets state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.

A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining and they're already bored of the computer game she bought them last week.

- 16% of Paulas do sport for 30 minutes 3 times a week.
- 47% of Paulas would like to do sport more often
- 69% of Paulas are white, 13% are black and 12% are asian

Sports she likes the most are

Swimming, aerobics, functional walking and ice skating

Those who do sport do it to

1. Just enjoy it
2. Keep fit
3. Take the children

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

1. Less busy
2. Cheaper admission
3. Help with childcare

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

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

How she makes decisions

She is very experiential, which means she likes the novelty of new things, and will often try things out just to see what they're like. She may ask some people's advice before buying something new, but is also the most likely to spend without thinking and try something impulsively.





What works

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

Messages that work to motivate her

1. Inspiring the kids – be a supermum.

'Kids can take mums for granted sometimes, and forget the 'person behind the Mum'. Activity with kids is a great way of showing them another side of your: that you're more than just a mum and have some tricks or stories up your sleeve. There's nothing like the feeling of surprising and inspiring them with a side of you they don't see everyday'

2. Get back your glamour.

'Having kids can leave you feeling that you'll never get your figure back – and not many mums look (or want to look) like Victoria Beckham. Regular activity or active travel is a great way to get back in shape and looking great. Who needs personal trainers or boring diets?'

3. Quality time with the kids.

'Activities or active travel are a great way to spend some quality time and share with the kids. We see them every day but how often do we get the chance to catch up and really spend time with them. You'll snatch some quality time with your kids – and come away feeling great too'

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

1. Financial barriers.

*Paula's financial antennae are very often on guard
Money is very tight: bills and making ends meet is a persistent worry
...so free or affordable activity that doesn't shout 'cost' plays well!*

2. Preconception barriers.

*A tendency to imagine that activity = treadmills... obscuring more easier wins
Paula's walk to school and garden play with kids at first sight doesn't seem 'proper' activity
...so important to look ensure that everyday activity is not obscured by sport or 'a bar too high'*

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





She relates most strongly to marketing that is

- Uncomplicated
- Kids
- Jargon Free
- Value/cheap
- Time saver
- Mass culture
- Easy to understand
- Mass Market
- Credit
- Free trial

Communications channels

In order to get a response from Paula use:

1. post
2. internet
3. email

Don't use:

1. newspaper
2. magazines

She will probably respond via the internet to get more information

Paula gets her information via

1. text messages
2. national newspapers
3. interactive TV

She prefers to make her purchases via:

1. face-to-face

Communications should focus on fun and entertainment, as well as emphasising cheap offers.

Brands she likes



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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

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

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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

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- 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

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- 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

Inspire the kids – be a supermum:

Walking Class Heroes!

Led by Mums

Calling all our cool school mums....can you help our walking challenge?

You're a walking talking inspiration to your kids

Giving the kids the best habits starts with walking

Get the walking habit with us

'Lead the way Mum!'

The best stories don't need to wait 'til bedtime

Make a splash with the kids

Active mums have active kids

Fit mums have more fun

Introduce your kids to dawdling!

'Tell us another story Mum!'

Surprise them with a tall tale.....or two

'No WAY Mum! There were no mobile phones..?!' sharing *your* school stories

Let's play follow the leader

Every expedition needs a leader

Shine and watch your kids shine too

Activities for champion mums and their teams

We're supporting Mum's Team

Proud supporters of TEAM MUM

Inspire your kids, be an explorer mum

Surprise them with an everyday adventure

Mum's 'super-doopah-stick-it-up-your-jumper' catch game

You're their action hero

Superheroes don't always need a cape and costume (a frisbee is fine!)

You may not be able to save the world but to them you are a superhero

Get back your glamour:

We're making it easier to get fit and feel fabulous

We've got the tips, the classes.. the *stuff that works*

Trust us...no boring diets...no skin-tight leotards.... just funky music and moves

Easy fun figure-fixer workouts

Really fab classes for fab, real women

Mums are worth a million dollars so let us help you feel it

Walk the weight off

Let us help you back into THAT dress

Find out why Mums like you love our feel great and shape-up classes

Keeping fit and losing weight is easy with our free taster sessions and easy child care

Fitness classes – affordable. That extra sparkle? That's on us

Wanted – woman with kids, under 40, would like to shape up and feel great

I changed to walking once a week – and pocketed the change

Get a taste of the celeb life for *real life* prices

We've got celeb-style dance classes for less than a celeb magazine

Exercise and family is easier with our help

Let us take care of the kids whilst you take care of you

Try out a new class for free!

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Fitness classes that are fun, affordable and on your doorstep
We think being a Mum is the greatest job in the world. That why Mums love our school-friendly timetable of great value classes
Spending time on yourself doesn't mean spending a lot of money
Making time for yourself *is* allowed you know! We can help
You are a champion mum, let us help you feel fabulous
Just BE YOU
Memo to me: I am fantastic mum. Classes for fantastic mums @ XX
The secret to weight loss isn't lettuce leaves or cabbage soup (thank goodness!) It's great value exercise classes - and we keep the kids busy too
Want to know how you can get a great body shape sitting down? *Go cycling!*
Can we share a secret? You can get fitter by sitting on your bum for 15 minutes a day!
Cycling with friends is a fun way to get fit
Getting your body in shape can be as easy as riding a bike
Don't worry Mums – we've remembered that fitness is supposed to be fun!
Letting off steam is good for you!
Getting in shape can be as easy as getting from A to B
When was the last time you took off on your own?
Blow the cobwebs away
Want to lose weight – and keep it off?
We've got fun ways to unwind, get in shape and feel fabulous
We make it easy to find time for you

Quality time with the kids:

The new dawn chorus!
Catch up on the kids' chatter
Chuckles, chat and cheeky stories. Children's walks are cheerful
Stretch your legs and the truth
share some tall stories on the walk home
Spending quality time with your kids - priceless
Let's play follow the leader
Let the good times stroll
Fresh air fun and frolics brings us closer together
Catch up with the kids – in every way
Keeping up and catching up. It's the best part of the day
The best stories don't need to wait 'til bedtime!
Walky Talky time
Lively kids running riot? We might just have the answer....
Check out our great value activities to keep them active and happy..
We're supporting Mum's Team
Proud supporters of TEAM MUM
We make it easy to keep the kids active, and get time for you
Boredom-busting great-value activities for busy mums and lively kids
We're serious about being silly
Bright ideas for bubbly kids and busy mums
3 reasons why cycling together is great for the kids:
Fab fresh air
Super exercise
Gets them ready for a great night's sleep!
Silly activities. Seriously good for you

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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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