

# Top Tips for a Campaign on Healthier Lifestyles

*'A campaign is a series of activities that help people to make positive changes to their lives'*

If you're a young person who wants to take action to encourage others to live a healthy life then you may want to follow what we have done and create your own local campaign. Here are some top tips to help you on your way.

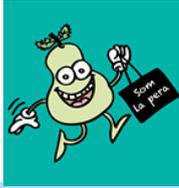
You might want to think about including campaign activities for younger ages too to help them avoid getting into unhealthy habits – teenagers acting as mentors.

Sharing experiences between young people really works. Consider using other young people as champions or ambassadors to encourage action.

- Developing a campaign will be easier if you're supported by adults who understand how to build relationships with young people
- Building trust is important; trust in the campaign messages and also amongst the people running the campaign
- Think about the training you'll need to succeed. This may include training in social marketing and media, nutrition on and exercise
- Work in a small core group to lead your campaign, but link to larger groups of young people to explore the opinions and ideas of others
- Allow for the opinions and ideas of other young people to influence campaign activities
- Make sure you include messages and activities about food and exercise
- Don't talk about weight straight away, this is a sensitive issue and our weight is only one part of who we are
- Be careful about focusing your campaign on how people look
- Allow opening up of a two way conversation and ways to find out how young people are feeling about themselves and their lives
- Meet young people where they are; take your campaign into youth groups, schools, onto the streets!

These tips have come from young people who created the four healthy lifestyles campaigns as part of the EYTO project. For more information please visit [www.eyto.org.uk](http://www.eyto.org.uk)





Here are the healthy lifestyle campaign logos designed by young people as part of the EYTO project.

- Find the right balance for your group for how often to meet up and keep the interest going
- Aim high - try to get as many young people as possible to engage with your campaign
- If you can, try linking up with young people leading similar campaigns in other countries or areas.
- Working together in this way can help you feel part of something bigger, share ideas and keep up your enthusiasm.
- If you do link up with others it is also important to make sure each country or area can adapt the campaign messages and activities to suit what works best for them.



Be very clear from the start about what your campaign represents, its key message and what you want it to achieve

For inspiration, some of our most popular campaign activities have been:

1. Setting challenges on social media
2. Community events showcasing healthy cooking
3. Encouraging others to try out new things; different sports, other ways to be active and new foods
4. Running interactive classes in schools about living a healthy life.

*Make it fun, relevant, easy and engaging for young people to be involved*



The EYTO project ran from 2013 to 2015 and received funding from the EU Executive Agency for Health and Consumers in the framework of the Health Programme 2008-2013. For more information on the four campaigns please visit [www.eyto.org.uk](http://www.eyto.org.uk)