

DISCOVERIES  
ON YOUR  
DOORSTEP



magpie

A proposal from our **Health and  
Behaviour Change** team

# Pathways to health: what motivates people to be active?

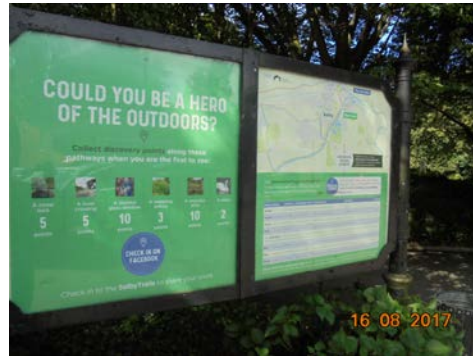
with North Yorkshire County Council

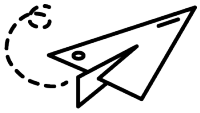


**FEELING SLUGGISH?**

Time to stop feeling slow. It may be the last thing you feel like doing, but a brisk walk is one of the best energy boosts around. When we walk we increase oxygen supply to every cell in our bodies, helping us feel more awake!

**FEEL GOOD FACT!**



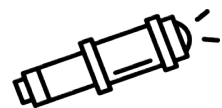


# **We were commissioned to deliver an intervention to target the general public in Scarborough and Selby to encourage more people to engage with walking for health**

**1** **Positively change people's perceptions of walking.**

**2** **Get more people out walking in the local area.**

**3** **Increase engagement with the Pathways to Health walking scheme.**



.....

We had a vision for enabling 'stronger communities' by empowering our target audiences to get behind their local health messages, make campaigns their own.





Six communities were identified because of a need for positive health interventions and proximity to the walking trails.

## THE SELBY TRAILS

- Selby (town) North - Flaxley Road estate
- Selby (town) South - Abbots Road estate

## THE SCARBOROUGH TRAILS

- Barrowcliff / Northstead
- Castle
- Eastfield
- Falsgrave / Mere



**We start with insight: this is the basis of all good campaigns and builds interest from advocates early on.**



# Insight findings



Most prevalent barriers to walking



Physical ability



Confidence



Personal safety



Time



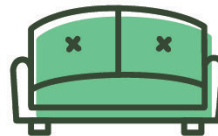
Lack of purpose



# Insight findings



Knowledge of the terrain and length



Top motivators to getting out and off the sofa



Fun with all the family



Walking as a group or guided walking



Things to see and do on the way



# Turning insight into motivating content

Barriers	Attitudes	Characteristics	Message Type
Personal safety: Health	"I am worried that I may have a fall or a medical emergency when walking"	Needs reassurance that walks are safe or there is help nearby.	Join a guided/group walk. Walkers use this path regularly from 7am – 6pm Mon - Sun. Our tips for personal safety... Incase of a medical emergency... P2H key: local amenities, phone points.
Personal safety: Security	"I am scared of walking alone". "I am scared of going out at night". "I might get mugged".	Needs reassurance that pathways are safe.	Join a guided/group walk. Positive stories from other walkers to reassure them.
Confidence: Inactivity	"It's been so long since I have exercised". "I don't really like to leave the house".	Needs motivation and confidence. Needs to believe that minimum effort isn't a waste of time.	Start with small steps, we have short walks for beginners. Other walkers say they feel more positive about themselves after just one walk.
Confidence: Walking alone	"I don't like to go out alone"	Needs to do things in groups.	You don't have to do it alone. Join a guided/group walk. Start your own group walk.
Purpose	"Walking is boring" "Don't see the point in walking unless there is an	Needs points of interest or activities integrated into their walk.	Point out sightseeing opportunities on routes.



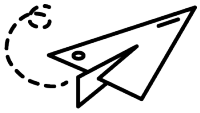


# Insight findings

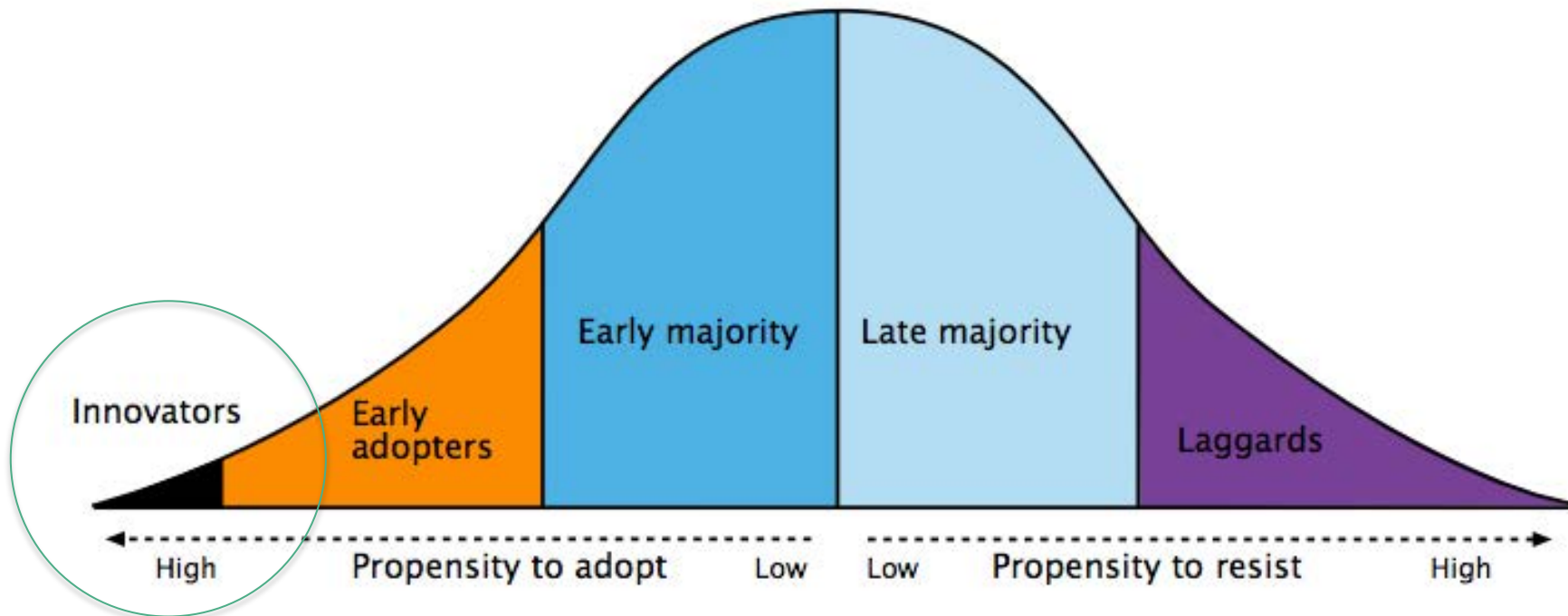




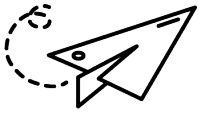
**Our recommended approach is 'network marketing' (or 'advocacy marketing') ensuring the project can survive after funding has gone.**



# In order to deliver this project we worked to the principles of the 'Innovation Adoption Lifecycle'



Learning: survey collection hindered building the strongest possible network of innovators and early adopters - we were promoting two different messages at the same time.



# Innovators & Early Adopters





# 5 KEYS TO COMMUNITY BEHAVIOUR CHANGE



# 1. Co-create

## Outcomes:

Campaign design, messaging, marketing plan, appoint champions



### PRIMARY COLOURS



### SECONDARY COLOURS



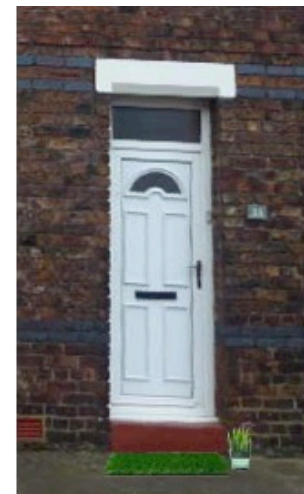
THE   
SCARBOROUGH  
TRAILS

DISCOVERIES ON YOUR DOORSTEP

  
FEEL GOOD  
FACT!



THE SELBY  
TRAILS





## 2. Educate & Raise Awareness

**Outcomes:**  
Campaign delivery,  
distribution of messages,  
social sharing

**THE SCARBOROUGH TRAILS**  
DISCOVERIES ON YOUR DOORSTEP

**JOIN US**

Share your discoveries on Facebook @ScarboroughTrails

**COME AND FIND HIDDEN GEMS IN SCARBOROUGH TODAY!**

**THE SCARBOROUGH TRAILS**  
DISCOVERIES ON YOUR DOORSTEP

**About the Scarborough Trails**  
Inspiring Scarborough residents to get out of the house and into the outdoors.

**DOWNLOAD DISCOVERY TRAILS**  
Scarborough Trail maps  
Download our easy trail maps to discover Scarborough's hidden gems.

**DOWNLOAD AN EXPLORER PACK**  
**Scarborough Trails Young Explorers**  
Download our young explorer's adventure pack with children-friendly trails and activities.

**JOIN US**  
**Scarborough Trails activities and events**  
Use the Scarborough Trails Facebook page to search for walking clubs and events near you.

**Scarborough Trails setting up a walking club or event**  
Join in with our Scarborough trails community wide movement to make the most of the outdoors and discover what's on your doorstep.

**FEEL GOOD FACT!**  
**Scarborough Trails feel good facts**  
Walking is great for your body and mind - take a look at our feel good facts to encourage your friends to join in.



### Can your organisation, group, school, or business help us?

#### AWARENESS

We're looking for people to display our campaign material, for example putting up posters, hanging banners on railings, and displaying trail maps, and promoting the campaign on social media.

We will circulate maps in June for the campaign launch.

If you are happy to help us raise awareness, please email: [info@selbytrails.co.uk](mailto:info@selbytrails.co.uk) or [info@scarbtrails.co.uk](mailto:info@scarbtrails.co.uk)

#### COMMUNITY ART

Each of the trails that form part of this project will be brought to life with brightly coloured ropes, painted by members of the community. Could your group be part of this community-wide activity? Email us at: [info@selbytrails.co.uk](mailto:info@selbytrails.co.uk) or [info@scarbtrails.co.uk](mailto:info@scarbtrails.co.uk)

#### GREEN YOUR DOORSTEP

We're launching the campaign with a stunt called 'green your doorstep'. We are looking for local businesses, organisations, schools and community groups to add a splash of green to their door step and bring us buying to fill the towns of Scarborough and Selby with a flash of green.

To order your 'Green Your Doorstep' pack, please complete the form at: [www.selbytrails.co.uk/greedyourdoorstep](http://www.selbytrails.co.uk/greedyourdoorstep) or [www.scarbtrails.co.uk/greedyourdoorstep](http://www.scarbtrails.co.uk/greedyourdoorstep)

#### GREEN YOUR DOORSTEP

#### DISCOVERIES ON YOUR DOORSTEP

#### WALKING CLUB OR EVENT

Could you set up a regular walking club or an outdoor event?

Perhaps a lunchtime stroll, a 'park and stride', a bug hunt, a speed/interval activity - art, photography, and writing; outdoor yoga, happy run, a park picnic, a themed walk, a fund raise, a family day. To see details and only as listed on your imagination!

#### SUPPORT

We have a range of resources to help you plan and promote your activity, and we also have a small amount of funding to support community projects.

If you would like to hear more about setting up an activity in your area and funding opportunities for your group, please email: [info@selbytrails.co.uk](mailto:info@selbytrails.co.uk) or [info@scarbtrails.co.uk](mailto:info@scarbtrails.co.uk)

#### SPONSORSHIP

We have sponsorship opportunities available for those wishing to support the project in other ways. Please contact: [Karen.Lane@selbytrails.co.uk](mailto:Karen.Lane@selbytrails.co.uk)



We addressed the barriers felt by community groups, healthcare professionals, schools and businesses to ensure they are happy and confident to promote the campaign for us



### 3. Promote Positive Experiences

**Outcomes:**  
Content collection, champions promote local stories, PR & social media





## 4. Remind & Encourage

### Outcomes:

Introduce new support packs with relevant seasonal messages, refresh messages across community networks

A green postcard with a smiling face icon and the text 'FEEL GOOD FACT!' in large, bold letters. To the right, a blue box contains the text 'BOOST YOUR ACTIVITY!'. Below this, the text reads: 'Keeping active is a great way to reduce the risk of illnesses, including heart disease, diabetes, and certain types of cancer. Going for a short walk each day is a brilliant way to boost your activity.'

**FEEL GOOD FACT!**

**BOOST YOUR ACTIVITY!**

Keeping active is a great way to reduce the risk of illnesses, including heart disease, diabetes, and certain types of cancer. Going for a short walk each day is a brilliant way to boost your activity.

A purple postcard with a dotted-line border. At the top, it says 'WELLNESS WEEK' with a small flower icon. The main text reads 'BEAT THE JANUARY BLUES'. Below this, it says: 'Get together with friends and family to fight the January blues with a group exercise class or walk.' A location pin icon is at the bottom right.

**WELLNESS WEEK**

**BEAT THE JANUARY BLUES**

Get together with friends and family to fight the January blues with a group exercise class or walk.

An orange postcard with a dotted-line path. At the top, it says 'THE SCARBOROUGH TRAILS' and 'DISCOVERIES ON YOUR DOORSTEP'. Below this, it says: 'Fun, free and fascinating things to do.' There is a 'JOIN US' button and a 'HALLOWEEN 2017' icon. At the bottom, it says 'In partnership with' and lists logos for North Yorkshire County Council and Scarborough Council, along with the website 'www.northyorks.gov.uk/scarboroughtrails'.

**THE SCARBOROUGH TRAILS**

DISCOVERIES ON YOUR DOORSTEP

Fun, free and fascinating things to do.

**JOIN US**

**HALLOWEEN 2017**

In partnership with

North Yorkshire County Council Scarborough Council

www.northyorks.gov.uk/scarboroughtrails

A purple postcard with a dotted-line border. It says 'THE SCARBOROUGH TRAILS' and 'WELLNESS WEEK' in a blue box. There are decorative icons of a spider, a bat, and a flower.

**THE SCARBOROUGH TRAILS**

**WELLNESS WEEK**

A black postcard with a dotted-line border. It says 'EXPLORE SPOOKY DESTINATIONS THIS HALLOWEEN' in white and orange text. There are icons of a ghost and pumpkins.

**EXPLORE SPOOKY DESTINATIONS THIS HALLOWEEN**



# HERO OF THE OUTDOORS

Collect discovery points when you are the first to find:

							
WEeping WILLOW	STATUE	WILD RABBIT	OAK TREE	PICNIC BENCH	NEST	DUCK	DOCK LEAF
3	5	10	3	2	4	4	7



Engaging children and families:  
Fun free and engaging outdoor activities



# Become an explorer!

DISCOVERIES ON YOUR DOORSTEP

THE SELBY TRAILS

THE SCARBOROUGH TRAILS

In partnership with  
 North Yorkshire County Council

For more fun, free and fascinating things to do:  
[www.northyorks.gov.uk/selbytrails](http://www.northyorks.gov.uk/selbytrails)  
[www.northyorks.gov.uk/scarboroughtrails](http://www.northyorks.gov.uk/scarboroughtrails)

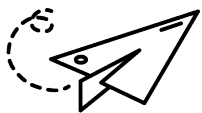
# What will you discover today?

## Which of these can you find outdoors?

DOCK LEAF <input type="checkbox"/>	DAISY <input type="checkbox"/>	FERN <input type="checkbox"/>	OAK TREE <input type="checkbox"/>
ACORN <input type="checkbox"/>	DANDELION <input type="checkbox"/>	HOGWEED <input type="checkbox"/>	

## Which of these creatures can you find?

ANT <input type="checkbox"/>	BEETLE <input type="checkbox"/>	BUTTERFLY <input type="checkbox"/>	SPIDER <input type="checkbox"/>
LADYBIRD <input type="checkbox"/>	WORM <input type="checkbox"/>		

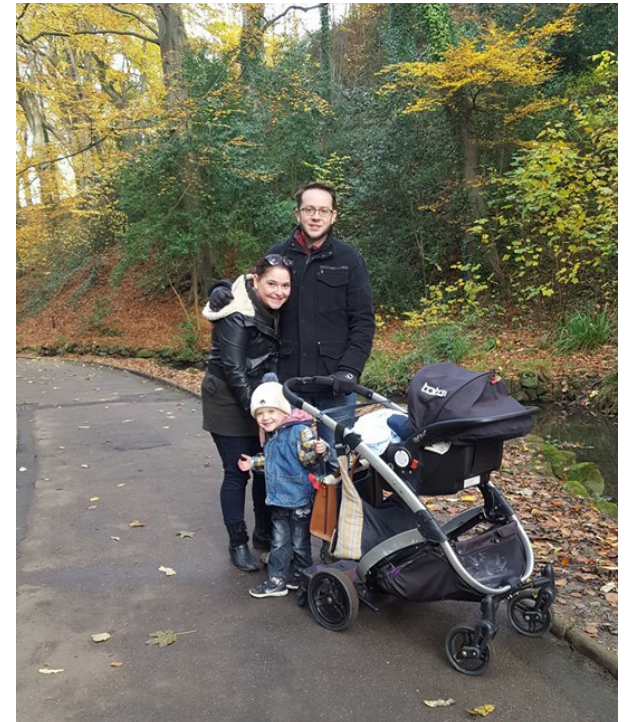


Engaging children and families:  
 Fun free and engaging outdoor  
 activities



## 5. Change Behaviour

**Outcomes:**  
More people join the social movement, measure and evaluate





Influencers and engagement differed between the two locations.

Discoveries on your Doorstep is still to be evaluated.

# THE SELBY TRAILS

We targeted:

- 16 Community groups and businesses
- Selby College
- **Lack of community hubs and local signposting meant we had to build relationships with individuals - this took longer but generated stronger engagement**

Awareness:

- **Yes - 44%**
- **No - 56%**

# THE SCARBOROUGH TRAILS

We targeted:

- 54 Community groups and businesses
- 20 Health groups incl. GPs, CCGs and charities
- 8 Schools
- 9 local thought leaders
- **Overall we found strong networks headed up by 'local influencers' that helped promote the trails**

Awareness:

- **Yes - 30%**
- **No - 70%**

# Magpie's '6 for gold': Tips for taking this approach forward and working with families and young people:



1. The infrastructure needs to be there – build a strong network of supporters in advance
2. Work with families/community hubs to co-create fun, free activities to lure families in
3. Promote pride in the local area – it does rub off on people and they will start to see the area differently
4. Ensure people know what to expect to remove any fear factor (e.g. is the terrain buggy friendly, what facilities are around e.g. cafes or toilets)
5. Health is an outcome not a motivator – don't put it at the forefront
6. Base activity around 'collective action' days/weeks such as 'wellness week' or 'The Big Bird Watch' as a hook to get people involved and give it some sense of time urgency





# You may also be interested in...

## DISCOVERIES ON YOUR DOORSTEP

### Overview:

Magpie had been commissioned to deliver an intervention to target the general public in Scarborough and Selby to encourage more people to engage with walking in the local area. There are three core aims: 1) to positively change people's perceptions of walking, 2) to get more people out walking in the local area, and 3) to increase engagement with the Pathways to Health walking scheme that has been developed in both areas.

At the heart of this project is a vision for enabling 'stronger communities' by empowering our target audiences to get behind their local health messages, make campaigns their own and take ownership of them - helping us to promote Pathways to Health through a peer-to-peer approach facilitated by an external communications agency with experience of delivering projects this way.

The project has been in partnership with 6 communities, split between Scarborough and Selby, identified because of a need for positive health interventions and proximity to the walking trails. These are:

- THE SELBY TRAILS**
  - Selby (town) North - Flaxley Road estate
  - Selby (town) South - Abbots Road estate
- THE SCARBOROUGH TRAILS**
  - Barrowcliff / Northstead
  - Castle
  - Eastfield
  - Falsgrave / Mere

County Councillor Caroline Dickinson, Executive Member for Public Health, added:

"We want to encourage local people to enjoy more exercise by using existing trails around the town and discovering hidden gems by using the downloadable trail maps."

"Many adults are inactive for more than seven hours a day, which increases to ten hours a day for people aged 65 and over. This can increase the risk of developing many illnesses. The Scarborough and Selby Trails are a simple way to enjoy walking and having fun while benefiting your health and wellbeing at the same time."



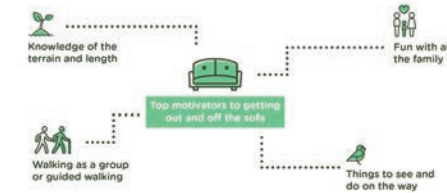
### Insight findings:

In order to create a campaign that will communicate effectively with the communities, ensuring messages are relevant and allowing communities to take ownership of them, we started with an initial stage of insight and our 'community creative sessions'. These allowed us to get to know each community better, understanding current attitudes and motivations, and this informed our creative brief going forward.

On carrying out our insight we found that the most prevalent barriers that prevented people from walking were;



We identified that most people were quite put off by the reference to 'exercise' and health, but were keen to get involved in activities that involved walking or exercising as a by-product:



Based on our findings, the Discoveries on your Doorstep trails were launched.



### Campaign activity

#### Themed trails:

The Scarborough and Selby Trails are a collection of walks with things to see and activities to do along the way and they are there for everyone in Scarborough and Selby, whatever age, ability or interests.

The themed trails, based at locations around Selby and Scarborough, are designed to encourage people to get outside and experience the history, nature and culture that Scarborough has to offer.

The free, downloadable trails mean people can discover everything from the home of the artistic Sitwells to the Easter Island statues that sit on Jonno's Field to some of the tallest trees in Britain.

#### Schools and family engagement:

The website includes children's explorer packs, with fun, free and fascinating things to see and do, plus advice on setting up your own walking group and the information on the benefits of getting out and about. Details of Scarborough and Selby Trails events can also be found on the Trail Facebook pages.

In recent weeks, the Trails have been launched with a green makeover of rows of houses in Victoria Street (Scarborough), which with the help of residents were filled with green balloons, banners, posters and doormats. The Trails team also visited Scarborough's Seafest and spoke to everyone from avid walkers to intrepid young explorers.

In Selby we launched the project on a school level with an exciting launch event in partnership with Selby Community Primary School, where children walked the green 'red carpet' and discovered more about the exciting activities on offer on the trails.

#### Community Champions:

As well as the themed trails, residents are encouraged, with the support of the project, to organise their own walks and spread the word about what else the area has to offer. To help us do this we are identifying community hubs and Community Champions that can help spread the word of the campaign in each area, making the campaign more sustainable in the long run.

Local resident and nature enthusiast Martin Dove has arranged a series of free butterfly walks at Rowan Fields in Crossgates (Scarborough). The first took place on 4 August when he was joined by a group of nature lovers, and some gorgeous August sunshine. Armed with their identification guides, they spotted nine species of butterfly. The walks continued weekly throughout August.



[www.northyorks.gov.uk/selbytrails](http://www.northyorks.gov.uk/selbytrails)  
[www.northyorks.gov.uk/scarboroughtrails](http://www.northyorks.gov.uk/scarboroughtrails)

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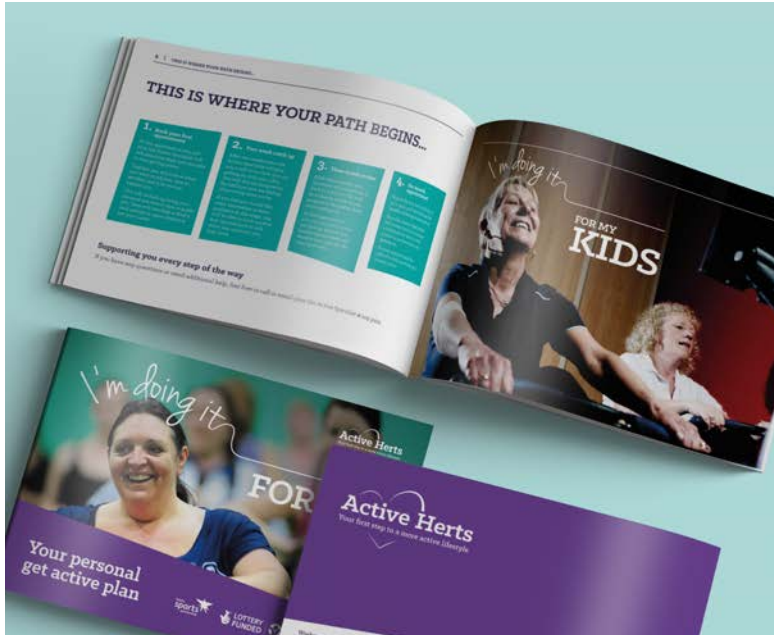
If you would like a one-page case study about this project, contact me:

[gerard@wearemagpie.com](mailto:gerard@wearemagpie.com)

0113 318 3051



# You may also be interested in...



## RESULTS

Active Herts received 2,300 sign ups to the health activator programme in 2 years, exceeding their targets of 100 sign ups per year.



**Thank you for listening.**

**Any questions?**

Contact me for further information or  
discuss your next campaign...

**[gerard@wearemagpie.com](mailto:gerard@wearemagpie.com)**

or call **0113 318 3051**