



**> Long and short copy**

**> One You**

**> March 2016**

**Please note that the information in this document is strictly embargoed. Information about One You should not be shared publicly until 00:01 7 March 2016.**

## PR LAUNCH STORY

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Public Health England and freuds (PHE's campaigns PR agency) will work together to target all national media (including broadcast, national print and online, consumer, trade and Healthcare Professional titles) ahead of (under embargo) launch on Monday 7 March 2016.

The One You campaign will launch with a news story which sets up the current health situation facing adults living in England, particularly those in middle age, as a result of the effects of modern day living. It will announce the launch of One You, as the most significant health campaign in the last eight years and highlight the campaign's aims to help adults take control of their health and enjoy the benefits that a longer life spent in good health can bring. It will also illustrate the impressive list of campaign partners that are joining forces in support of One You.

The launch of the campaign will introduce the new online health quiz 'How Are You', which helps adults identify where they can make small changes to improve their health. The quiz provides personalised recommendations and directs people to tools and advice created by experts to help them take action where it's most needed.

The release will include the following key statistics:

- Living healthily in middle age can double your chances of being healthy when you are 70<sup>1</sup>
- 40% (192,470 deaths) of all the deaths in England are related to people's behaviour<sup>2</sup>
- Drinking alcohol, smoking, being overweight or obese, cost the NHS more than £11bn each year<sup>3</sup>

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1 Lang, I. A., et al. (2012). "Healthy behaviours in middle age: Long-term consequences for functioning and mortality." Age and Ageing 41.

2 Institute for Health Metrics and Evaluation (IHME). GBD Compare - Public Health England. Seattle, WA: IHME, University of Washington, 2015. Available at: <http://vizhub.healthdata.org/gbd-compare> [Last Accessed: 11 February 2016]

3 A sum of £3.5bn (alcohol costs), £2bn (smoking costs) and £6.1bn (Overweight and obesity) which are the biggest lifestyle risks. This figure does not take into consideration the cost of diet and physical activity as this overlaps with obesity and diabetes costs

A template launch press release will be sent to all PHE regional comms leads beforehand which will include quotes from the following spokespeople:

- Professor Sir Muir Gray, Clinical Adviser for One You
- The Chief Medical Officer, Professor Dame Sally Davies
- Professor Kevin Fenton, National Director of Public Health England

While the press materials will be developed by freuds and Public Health England, regional comms leads should, where possible, consider who the best spokesperson for this campaign in their area is and include a relevant quote from them in all materials, drafted by using the key messages available on the Campaign Resource Centre (CRC).

For any further information about planned PR activity, please contact the One You team at freuds on [OneYou@freuds.com](mailto:OneYou@freuds.com) or call 020 3003 6570.

## **COPY TO USE IN MATERIALS**

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Below are some examples of long and short copy that you may wish to use when communicating about the One You campaign. Please feel free to use the below copy for any newsletters, emails or other materials, including websites, e-bulletins, newsletter, press releases - please note there is a separate social media toolkit available on the CRC.

The copy has been split to talk more appropriately to different groups - the media and stakeholders, and the target audience.

## **MEDIA AND STAKEHOLDERS**

**Long copy - 200 words**

**EMBARGOED UNTIL 00:01 HOURS, MONDAY 7 MARCH 2016:**

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### **‘One You’ will help adults make small changes to their lifestyle in mid-life which double their chances of being healthy at 70 and beyond**

Today Public Health England launches its ground-breaking new campaign, ‘One You’, to help adults across the country avoid future diseases caused by modern lifestyles. Everyday habits and behaviours - such as eating too much unhealthy food, drinking more alcohol than is recommended, continuing to smoke and not being active enough - are responsible for around 40% of all deaths in England,<sup>2</sup> and cost the NHS more than £11 billion a year.<sup>3</sup>

One You encourages people to reappraise their lifestyle choices, put themselves first and do something about their own health. It reminds people that it’s never too late to improve their health - making small lifestyle changes such as eating well, drinking less alcohol, quitting smoking or being more active can double your chances of being healthy at 70 and beyond.<sup>1</sup>

The campaign encourages adults to take part in a free online health quiz, called ‘How Are You’, to identify where they can make small changes. The quiz provides personalised recommendations and directs people to tools and advice created by experts to help them take action where it’s most needed.

For more information and to take the ‘How Are You’ online quiz, search ‘One You’ online now.

**Short copy - 100 words**

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**‘One You’ launches to improve adult health**

Public Health England today launches ‘One You’, an unprecedented new health campaign which aims to help adults combat future disease by encouraging them to make small changes to their lifestyle today.

Whether it’s eating healthier food, drinking less alcohol, quitting smoking or just being more active, making changes in middle age can double your chances of being healthy at 70 and beyond.<sup>1</sup>

Adults are encouraged to complete ‘How Are You’, a free online health quiz that will provide personalised recommendations to help them take action where it’s most needed.

Search ‘One You’ online now.

## TALKING TO THE ONE YOU TARGET AUDIENCE

Long copy - 200 words

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**There is only One You...make small changes now to improve your health today and in the future**

Modern life makes it hard to be healthy. Without knowing it, by the time we reach our 40s and 50s many of us will have dramatically increased our chances of becoming ill later in life. Whether we are eating the wrong things, drinking more alcohol than we should, continuing to smoke, or just not being active enough, all of these things add up.

These habits could make it harder to keep up with the kids in the park or mean that your favourite pair of jeans are a bit tighter. More seriously, they increase the risk of you developing conditions such as type 2 diabetes, cancer and heart disease.

Our busy lives often means that our own health is at the bottom of our list of priorities. One You is here to remind you that your health matters.

A good way to start the fight to healthy is to take our free One You health quiz, 'How Are You'. This innovative quiz provides personalised recommendations based on your results and direct you to tools and offers to help you take action where it's most needed.

For more information and to take the online health quiz, search 'One You' online now.

**Short copy - 100 words**

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**There is only One You...make small changes now to improve your health**

Modern life makes it hard to be healthy. Whether we are eating the wrong things, drinking more than we should, continuing to smoke, or not being active enough, all of these things add up.

These habits could make it harder to keep up with your kids or that your jeans are a bit tighter. More seriously, they increase the risk of developing type 2 diabetes, cancer and heart disease.

One You reminds you that your health matters. Start the fight to healthy by taking the free online health quiz, 'How Are You', which provides personalised recommendations and directs you to free tools and offers to help you take action.

Search 'One You' online now.

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