



What Is IT?

The 'Wiltshire BIG Pledge' is here to encourage people of Wiltshire to 'Pledge' to do something that will positively impact on their health and wellbeing.

The BIG Pledge is a Wiltshire wide project to inspire Wiltshire people to 'Pledge' and make a difference to themselves or their community. It will launch on Wednesday 2nd April 2014 and run for 12 weeks. This will be preceded by promotional work in the weeks leading up to the launch date to promote engagement with individuals in the community.

People can 'Pledge' as an individual, as a group / organisation or as a community to;

- **Get Healthy** (e.g. physical activity; diet; alcohol; smoking; stress ; body weight)
- **Make a Difference** (e.g. volunteering; putting skills or hobbies to use; donating to charity; influencing local opinion or community affairs; helping with an event; helping to clean up or improve the environment; helping others with odd jobs; help a community service or start one)
- **Challenge Yourself** (e.g. connecting with more people; learning new things; becoming more confident and happier; participating in a charity event, like a parachute jump)

Why Pledge

We know that we are more likely to do something if we have told people about it beforehand. So if there's something you'd really like to do, you're more likely to do it if you pledge it first. You can register your Pledge at www.wiltshire.gov.uk/bigpledge

Who can Pledge?

Anybody and everybody can pledge, but those under 16 taking part should be part of a pledge group which is hosted by an adult over 18. For more detail: www.wiltshire.gov.uk/bigpledge

Please contact project lead Kay Sherman on 0300 0034566 or 07788 304920 for further details.