

Wiltshire's Big Pledge 2015

Make a difference

Workplace and team brief



**Make a
difference**

Wiltshire Council
Where everybody matters



Introduction

The Big Pledge returns in 2015 with the theme 'make a difference' and 12 pledges that people can make as an individual, a group, a business or a community.

Wiltshire's Big Pledge is a county-wide campaign endorsed by Wiltshire Council's Legacy Board. It is part of the ongoing work to encourage Wiltshire residents to lead healthier and more active lives.

The campaign aims to;

- make a difference to an individual's health and wellbeing; and
- make a difference in the local community.



Wiltshire's Big Pledge challenges people to get healthy, volunteer, or make a positive change in 2015. The 12 pledges are:

Make a difference to my health and wellbeing:

- take the sugar swap challenge and reduce my sugar intake for 21 days
- be sun aware and protect my skin during May to September
- eat a rainbow by increasing my fruit and vegetable intake to at least five a day for 30 days or more
- get active by increasing my physical activity for 30 days or more or by taking part in the Big Pledge Activity Challenge
- stop smoking for 30 days
- be alcohol aware by having at least two or three alcohol free days a week
- improve my wellbeing by taking time out to do something I enjoy at least three times a week



Make a difference in my community:

- volunteer at least once a month from May to September
- do charity fundraising for a local cause
- do acts of kindness by helping someone in my neighbourhood during May to September
- get my community active by encouraging people I know to do more physical activity
- be dementia friendly and become a dementia friend



What you need to know...

- Wiltshire's Big Pledge runs from 11 May to 30 September 2015.
- The Big Pledge Activity Challenge (previously known as the Wiltshire Challenge) will run from 1 June to 19 July 2015. Registration will open on 11 May 2015.
- The Big Pledge website will have tips and links to useful information to support those making a pledge www.wiltshire.gov.uk/Bigpledge
- People can register their pledges on the website and can do as many pledges as they like.
- Radio advertising will run on Heart, Smooth, Spire, The Breeze etc. to support the campaign.



What you can do...

You can make a difference in your community by helping to promote the Big Pledge in your place of work.

You will soon receive a campaign toolkit to encourage people to register and take part.

You can help by:

- identifying a champion within your workplace or team to promote the Big Pledge
- displaying the promotion posters and leaflets in your workplace or organisation
- wear your '**Ask me about Wiltshire's Big Pledge**' badge
- read the FAQs within the toolkit and help customers with any questions they have about Wiltshire's Big Pledge and hand out leaflets
- encourage customers to choose a pledge and register online
- encourage customers to post pictures and tell us about their pledge on Facebook at: **facebook.com/WiltshireBigPledge** and on Twitter using **#Bigpledge**
- link the pledges to activities happening in your workplace, eg a walking group or slimming club
- make a pledge yourself as an individual or as a workplace group.



How to find out about what is happening in your local area;

- visit your local community matters website:
www.ourcommunitymatters.org.uk
- contact your Community Area Manager, details can be found at: www.wiltshire.gov.uk/areabords
- look out for other promotional activity happening in your area
- visit the Big Pledge Facebook page at:
facebook.com/WiltshireBigPledge or search on Twitter using [#Bigpledge](https://twitter.com/Bigpledge)



Don't forget

- ✓ Look out in April for your campaign toolkit
- ✓ Registration opens on 11 May at:
www.wiltshire.gov.uk/Bigpledge

If you have any concerns or questions about the Big Pledge please speak to your line manager.

With your help and support we can make the Big Pledge **"Make a difference"**

Thank you

