

**Community designed local health posters**

**Lewisham Council is seeking local community organisations to help design posters that promote healthy choices as part of our Childhood Obesity Trailblazer Programme (COTP).**

**Childhood Obesity in the borough**

Lewisham has high levels of childhood obesity. One in five children are obese or overweight when they start reception class at primary school and this rises to two in five children in Year 6 when they leave primary school. There are differences in childhood obesity levels depending on where children live in the borough: nearly half of Year 6 children in New Cross are overweight or obese compared with just over a quarter in Crofton Park. There are differences depending on children’s ethnic background too, with 43% of Lewisham’s Black Year 6 children being overweight or obese compared with 26% of their White counterparts. The challenge and inequalities persist.

Our vision is to halve childhood obesity rates in the borough by 2030 and to significantly reduce the gap between the highest and lowest prevalence. We aim to do this through our Whole Systems Approach to Obesity (WSAO): changing the environment we live in by making healthier options the easiest choice for children and their families.

**Lewisham’s Childhood Obesity Trailblazer Programme.**

In June 2019 Lewisham Council was chosen as one of five Trailblazer Authorities to receive funding for three years to support our work to tackle childhood obesity. The focus of our Trailblazer will be on advertising, through a unique partnership between the advertising industry (JCDecaux, the outdoor or Out of Home (OOH) advertising company and Outsmart, who represent OOH advertising companies) and the public sector.

Over the three years we will introduce:

* Voluntary advertising restrictions of products high in fat, salt or sugar (HFSS) across the borough through contracts with major advertising estate owners
* Use outdoor advertising space for health promoting advertisements.

Research demonstrates that the development of children’s food preferences and behaviours are influenced by advertising and through working in this space, there is a real opportunity to positively shape behaviours and impact child obesity rates.

Lewisham Council has access to 56 advertising locations across the borough (billboards, digital screens and bus stop advertising) for our Trailblazer.

**Health Promotion advertisements**

We need posters that people will notice. Posters that are relevant to, and resonate with local communities. The community designed posters will feature on Lewisham Council’s 56 advertising locations, generating up to 2.2 million “views” in a week. It’s a powerful tool to help fight childhood obesity and see **your** idea come to life on Lewisham’s streets.

We need poster designs that celebrate the diversity and culture in the borough and encourage any of the following:

* Celebrate the diversity and culture of the borough around food and activity.
* Change to healthier food choices
* Influence local businesses to promote healthier options by joining the Sugar Smart Lewisham campaign
* Get more children and young people active through exercise or participation in schemes like The Daily Mile

**How it Works**

The Council is seeking to engage between 5 and 10 organisations either working across one or more groups on their own or with other organisations. We are aiming for a range of organisations, representing the makeup of the borough (current and projected).

You can bid for between £1,500 to £4,000 to deliver a completed poster which can include funding for graphic design to bring the concept created by the local community to a final poster design or ask Council to appoint a qualified designer to work with the group to finalise the poster design.

**Process**

1. The bidder will work with their community to generate an initial poster idea, and send it to the Council as an outline.
2. If successful, a local delivery partner will help you develop the idea via workshops to make it as easy as possible by
* Supporting development of digital/virtual methods for the co-production process.
* Supporting with testing prototypes.
* Supporting to undertake feedback from stakeholders including understanding of intended and unintended consequences of advertising material.
1. Produce two prototypes with feedback from a wider audience.
2. Final concept presented and signed-off by the COTP steering group.
3. Final poster produced and goes live.

Notes: Bidders can choose to remunerate participants but this should be fully costed within their bid. Bidders are free to design their campaign material but will need to make sure that this follows any advertising rules and guidelines. The council will provide guidance on this to each successful bidder.

**Delivery Timeframes**

It is expected that the community designed local health posters will be completed with 10 weeks from the contract start date.

**How to submit an expression of interest**

Bids to be submitted using the application form. Accompanying documents can be provided in Excel or other widely used formats.

Bids need to be submitted via e-mail to Rochelle.haye@lewisham.gov.uk

**Appendix**

**Evaluation criteria**

The Council will evaluate bids based on the below criteria. In evaluating bids the Council will also need to ensure there are a range of projects which cover all four themes and represent the demographic makeup of the borough.

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| **Main Criteria (& Weighting)** | **Sub-criteria Weighting** | **Sub-criteria** |
| Price (40%) | 40% | Clearly sets out the costs of delivering the proposed project. Provides value for money.  |
| Service Delivery (40%)Sub criteria does not equals 35% not 40% | 15% | Proposal clearly sets out the theme covered by the project, the proposed method of delivery, and how the bidder will include feedback before presenting the final draft to the Trailblazer steering group. Proposal links to the Council aims and evidence available. |
| 15% | Proposal demonstrates local knowledge, understanding of Lewisham communities. The proposal details how participants will be recruited and supported to participate.  |
| 5% | Addresses how the project will be resourced and delivered to meet the deadline of ten weeks. Includes a project plan, proposed staffing structure and CVs of facilitator and graphic artist (if included in costs). |
|  | 5% | Proposal demonstrates an understanding of the possible problems/issues and provides reasonable ways to minimise their impact. |
| Equalities (15%) | 15% | The Proposal demonstrates a thorough understanding of the health inequalities the programme aims to improve. |
| Social Value (5%) | 5% | The Proposal demonstrates a commitment to Social Value and gives examples of how it builds local community capacity to participate in the project (e.g. training, developing resources, skills etc.) |

**Timetable for Expression of Interest**

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| --- | --- |
| **Activity** | **Date** |
| *Council Launch EOI process* | *Wednesday 9th June 2021* |
| *Organisations submit bids* | *June – September 2021* |
| *Council close EOI process* | *Thursday 30th September 2021* |
| *Council Evaluate bids* | *Rolling programme during July to early October 2021* |
| *Organisations mobilise and carry out work* | *From contract award date* |
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**Previous success – case study**

The Young Mayor’s team worked with young people in a series of workshops to explore ideas for a poster that would encourage local businesses to sign up to Sugar Smart.

The prototypes celebrated Lewisham and its landmarks and the ideas were brought to life by a local artist who produced the final design.

The poster was launched in March 2021.

**Additional information**

**Lewisham’s Whole System Approach to Obesity**

Lewisham has been implementing a Whole Systems Approach to Obesity (WSAO) since 2016 when Lewisham Council was awarded one of four national pilot status for implementing the approach. This was a direct response to the borough’s ongoing challenges around childhood obesity, including marked ethnic and geographic inequalities.

A WSAO engages stakeholders across the wider systems such as the council, the NHS, schools, local businesses and communities to develop a shared vision to tackle obesity. Lewisham’s whole systems obesity action plan has been co-produced by a Lewisham Obesity Alliance of over 100 member individuals and organisations. This sets out our vision and approach: to change the obesogenic environment and increase the proportion of residents with a healthy weight. Two key interventions in Lewisham’s WSAO are Lewisham Sugar Smart campaign and the Daily Mile.

**Lewisham Sugar Smart campaign**

Sugar Smart is a national campaign headed by the food charity Sustain to tackle the issue that we consume too much sugar. In 2016 we pioneered the national Sugar Smart campaign by becoming the first London borough to sign up. The [Sugar Smart Lewisham campaign](https://www.lewisham.gov.uk/myservices/socialcare/health/diet-and-exercise/sugarsmart/Pages/default.aspx) is trying to make a difference by reducing the availability and promotion of sugary products in the borough. We are working with local businesses, schools, children’s centres, hospitals and other organisations to promote healthier, lower-sugar alternatives and to limit less healthy choices. So far nearly 140 local businesses and organisations have signed up to the campaign by doing two things: firstly making a few positive changes to their business, such as reducing the availability of sugary food and drinks, promoting sugary products less and supplying and promoting more healthy alternatives; and secondly spreading the message about sugar to employees, customers and suppliers.

**The Daily Mile**

[The Daily Mile](https://thedailymile.co.uk/) is a national initiative which encourages children to run outdoors for 15 minutes per day, for a minimum of three days per week, during school hours. The Daily Mile aims to improve the ‘physical, mental, emotional, social health and wellbeing’ of children and importantly, increase and embed physical activity in daily habits.

Prior to the Covid-19 pandemic, 45 schools and a total of 12,890 children were running the Daily Mile, ranging from one school year group, to a whole school of nearly 600 children.

The success of the Daily Mile rests on building and maintaining relationships with stakeholders, especially schools. The importance of the initiative for child health, concentration, learning and behaviour is highlighted to schools.

We would like to raise the profile of the Daily Mile across Lewisham so that schools not only continue with the initiative but also want to encourage more primary schools in the borough to take it up.